APRIL 28, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

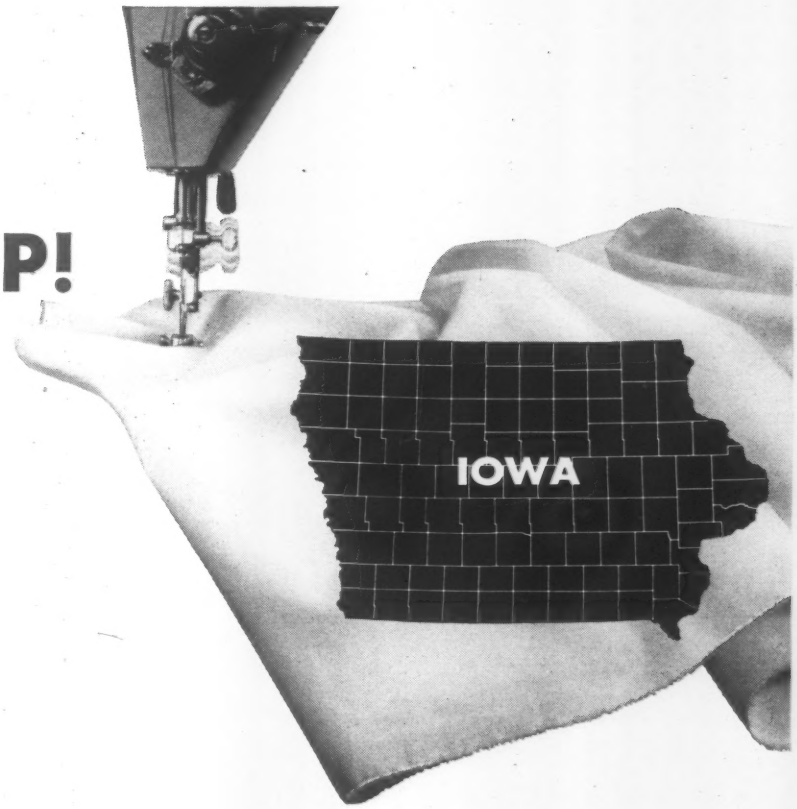
Last of the wide-open NAB conventions gets underway — Page 51

WHAT THE PUBLIC REALLY THINKS OF ADVERTISING — Page 68

AAAA concentrates on problem of higher gross, less net — Page 72

Moore renews assault on must-buy, option time practices — Page 92

We've got Iowa ALL SEWED UP!



IOWA IS ONE OF the most amazing States in the Union. We have 25% of the Nation's Grade A farm land — alternate with California as the leading farm state. We are second only to Connecticut in insurance-company home offices. We have *many* leading manufacturers of such big business items as washing machines, farm implements, etc.

And 50,000-watt WHO *covers* Iowa! NCS No. 2, the Whan Survey and innumerable private surveys prove beyond question that WHO is heard by more Iowa families than any other station. The Iowa Radio Audience Survey proves that WHO is "heard regularly" by more people than the next *four* commercial stations combined!

Hear the whole story. PGW has it. You'll be glad you listened!

WHO

for Iowa PLUS!

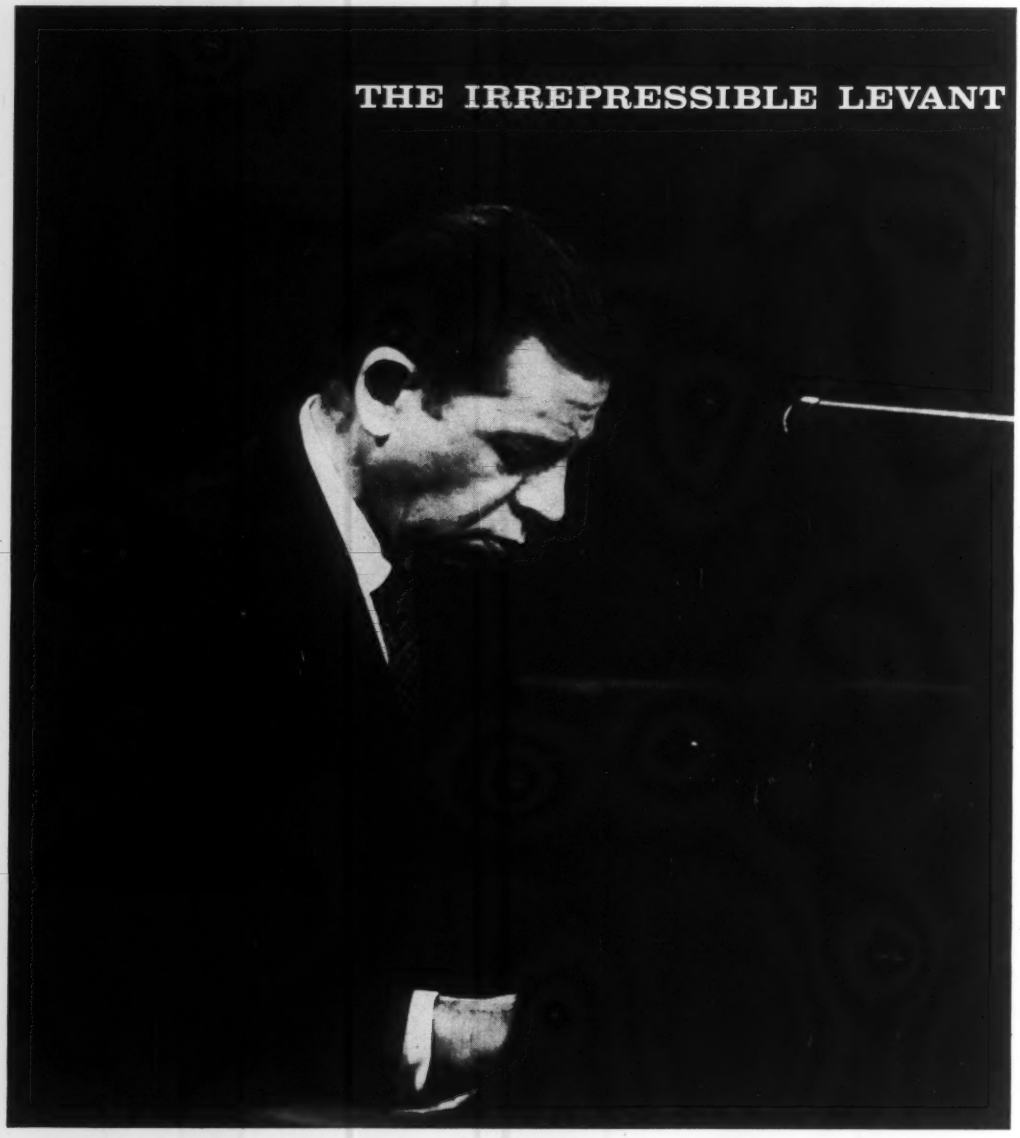
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WQC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives



THE IRREPRESSIBLE LEVANT ...& FRIENDS

DIMITRI TIOMKIN
EDDIE CANTOR
JIMMY McLARNIN
RED SKELTON
SIDNEY SKOLSKY
JOHNNY MERCER
ART ARAGON
JAMES MASON
VERNON DUKE
NANNETTE FABRAY
ALDOUS HUXLEY
ARCHIE MOORE
MARJORIE RAMBEAU
SIR CEDRIC HARDWICKE
HENRY ARMSTRONG
ADOLPHE MENJOU
MAXIE ROSENBLOOM
MYOSHI UMEKI
ELAINE STRITCH
HERMIONE GINGOLD

. . . just a partial listing of the great names appearing with Oscar . . . ALL LIVE!

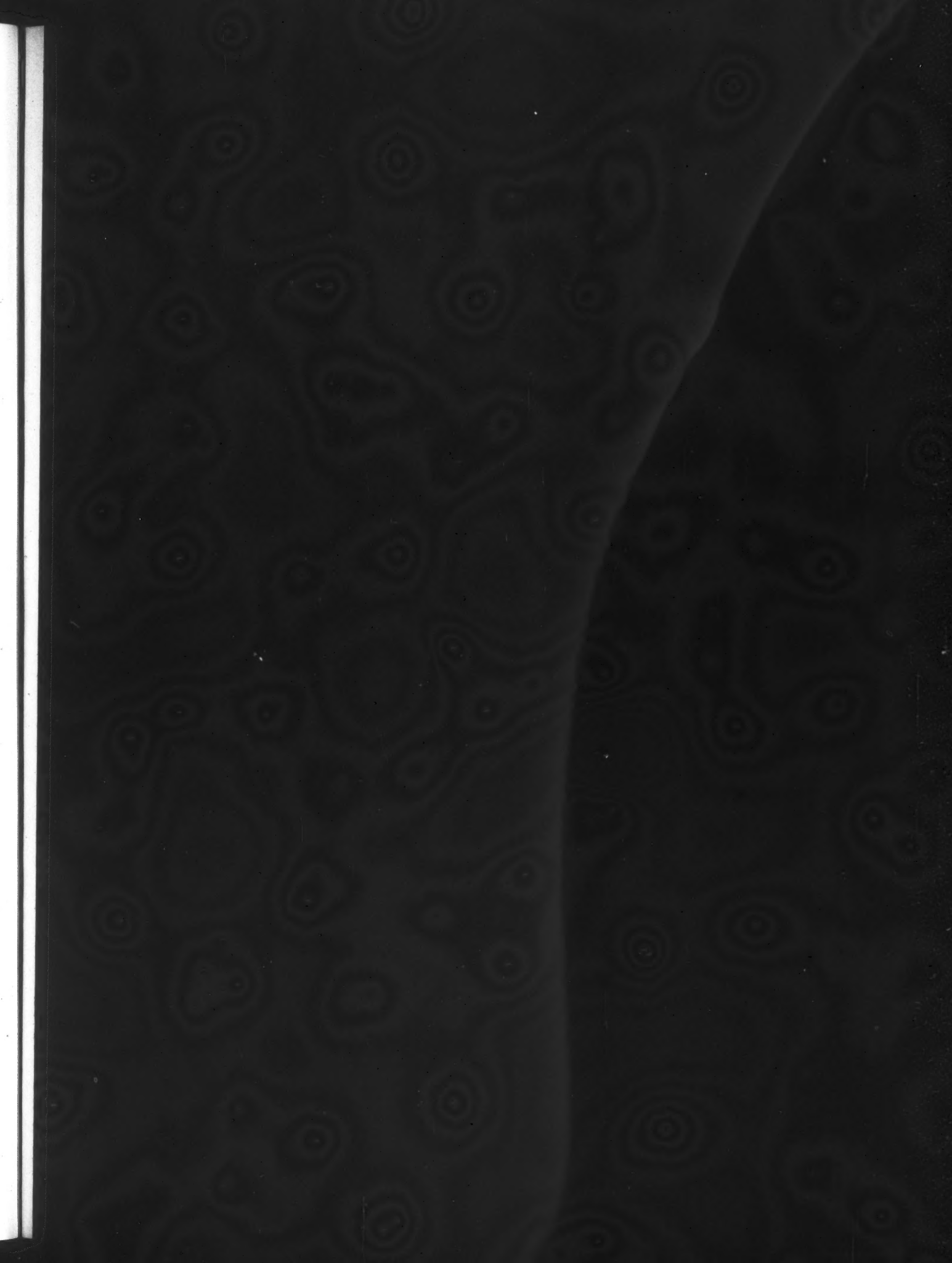
THIS IS A LOCAL SHOW . . .

Conversational sparks fly as Oscar Levant matches words and wits with some of the world's most famous — and interesting — guests. Provocative . . . often hilarious . . . always diverting, the new Oscar Levant Show twice each week sets Southern California on its collective ear. The names are network, but the show is local . . . *and so are the prices!* So good a buy, in fact, that it's nearly sold out. But if you hurry, you may be able to buy in. No kidding . . . this ad is almost institutional.

KCOP 13

TUESDAYS, 8:30 to 10:00 P.M. • FRIDAYS, 8:00 to 9:30 P.M.

1000 N. CAHUENGA, HOLLYWOOD 38 • REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



WJIM-TV

LANSING ..... FLINT ..... JACKSON

Proudly Announces

it's primary affiliation
as a basic station of the

COLUMBIA BROADCASTING SYSTEM

Represented by PETERS, GRIFFIN, WOODWARD, INC.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

your advertising dollar produces more sales on WGAL-TV

And there's a reason. This pioneer station is foremost in the three standard metropolitan markets in its coverage area: Lancaster, Harrisburg, York, as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. In short, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Put your advertising dollar to work producing *more*—on WGAL-TV.

wgal-tv

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit®

ANTITRUST ACTION? • Reports that tv networks' arch-foe Richard Moore plans to sue networks for triple damages persisted after Moore testimony to FCC Tuesday (page 92) despite KTTV (TV) Los Angeles president's claim Thursday in Chicago that reports are "false." He said KTTV has "made no decision" to sue, but refused to say if suit had been discussed with Lloyd A. Cutler, Washington attorney who filed brief at Barrow hearings charging networks' option time and must-buys violate antitrust laws. Mr. Cutler left impression that while suit would be on solid legal ground KTTV still hopes it will get relief from FCC.

•

Seattle attorney Kenneth Cox, former special counsel for the Senate Commerce Committee in study of network regulation and uhf problems, is due back in Washington middle of May to complete his work. Mr. Cox offered controversial staff report on network practices in June, 1957 and still owes committee report on tv allocations which he will coordinate with Bowles report on tv now in hands of committee. Committee chairman, Warren Magnuson (D-Wash.) has given go-ahead for early June hearings on bill by Senator John Bricker (R-Ohio), former chairman of committee, which would place networks under direct control of FCC. Counsel Cox will be put back on the committee payroll on temporary basis and will participate in these hearings.

•

AGENCY ADJUSTMENTS • Belt-tightening on Ad Row may be more widespread than is apparent on surface. Though Kenyon & Eckhardt and Maxon applied brakes by ordering percentage cuts in salaries for their top-paid executives, others are "adjusting" but not so spectacularly. Some agencies, for example, report they are operating with in-shop moratorium on additional hiring of executives at either junior or senior levels and keeping downhold on salary hikes. When executive is fired or leaves, tendency is to attempt absorption of responsibilities among other executives.

•

Following two days of hearings last week on bill to allocate up to $1 million to each state for educational tv (AT DEADLINE, *page 10, also page 96). Senate Commerce Committee is sure bet to report measure out within month. With Senate Majority Leader Lyndon Johnson (D-Tex.) known to favor assistance for educational tv, bill is given excellent chance to receive Senate approval in time for action by House during present session of Congress.*

•

PROPERTY RIGHTS • One unbilled feature of NAB Los Angeles convention may be discussion—and possibly action—on oft-proposed court test of broadcasters' right to control distribution of their tv programs by community antenna systems. NAB board year ago authorized filing of brief in "appropriate" test case. Intriguing angle of problem is right of ASCAP, BMI and other copyright groups to collect royalties from community antenna operators.

•

CATV problem is erupting in other quarters too. FCC Comr. Rosel H. Hyde met in Pocatello, Idaho, last week with broadcasters from number of western states, who have complained to their Congressional delegations as well as to FCC, on purported "unfair competition" of CATV operations. He will report to his fellow Commissioners at NAB convention, as well as to Chairman Magnuson (D-Wash.) of Senate Commerce Committee, who was besieged with complaints involving not only CATV but FCC translator station policy while in his home state fortnight ago.

•

ROCK AND ROLL • Guild, Bascom & Bonfigli, San Francisco, whose vice president, Ernest J. Hodges, has issued public blast against rock and roll [MONDAY MEMO, April 14], has circulated request to station representatives with which it does business that all presentations for any of GB&F radio accounts (Nucoa, Ralston Purina, Breast o' Chicken tuna, Mary Ellen jams Heidelberg beer) be accompanied with concise breakdown of music and artists featured on stations in 7-9 a.m., 11 a.m.-2 p.m., and 5-7 p.m. time periods. Some stations and reps privately feel this is breach of agency-media relationship, charge that GB&F is trying to dictate program content and indicate unwillingness to go along.

•

Look for resignation of Joseph A. McDonald as general attorney of NBC, New York, to join Washington communications law firm as partner. Mr. McDonald joined NBC in 1931 and served as attorney in both New York and Chicago until 1945 when he became vice president-secretary and general attorney for ABC. He rejoined NBC in 1945 and it's understood plans to make his new affiliation about July 1.

•

HIGH JUMP • Outer space tv networking is far from will o' the wisp according to one leading scientist. Dr. Arthur Kantrowitz, chief of Avco Research Labs., Boston, (parent of Crosley Broadcasting), said last week it is feasible to telecast network programs hemispherically from space station 24,000 miles from earth. Such station would be practically stationary, unmanned, and would cost "approximately $100 million." He said that technically all networks could use stratospheric relay in lieu of coaxial cable and microwave relays.

Sherril Taylor, vice president in charge of sales administration of Radio Advertising Bureau, New York, expected to join J. Walter Thompson Co., Chicago. Though Mr. Taylor's background has been almost exclusively in sales promotion and administration, his new post at JWT will bring him into agency's radio-tv department.

•

MOSCOW PARTY • If pending recommendations are approved, Edward W. Allen Jr., chief engineer of FCC, will head U. S. delegation to International Technical Consultative Committee conference on television to be held in Moscow May 28-June 10. Other members of "Committee 11" of CCIR, which is assigned television, are Mrs. Florence T. Dowling, Telecommunications Div., State Dept., vice chairman; James E. Barr, assistant chief Broadcast Bureau, FCC; Axel Jensen, Bell Labs; C. J. Mayer, RCA London and J. R. Popkin-Churman, president of Telechrome.

•

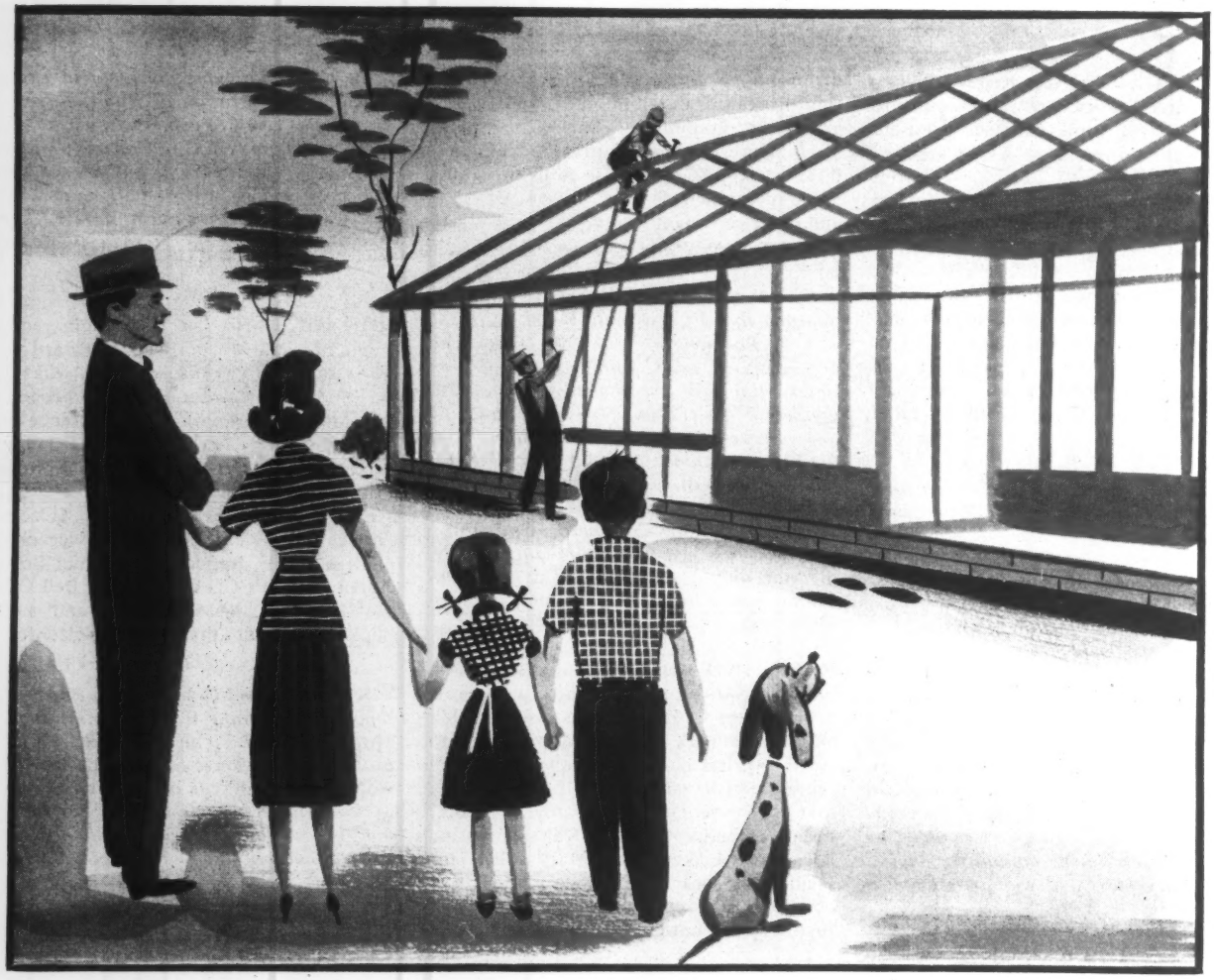
Westinghouse Electric Corp., Pittsburgh, reportedly planning to keep time franchise Monday 10-11 p.m. on CBS-TV but probably will change Studio One in Hollywood *to another type of program. Agency, McCann-Erickson, New York, has submitted three different formats, one of them hour filmed anthology series out of Desilu Studios.*

•

MISSING PERSON • Among those absent at NAB Convention is Commissioner-designate John S. Cross. His confirmation had been expected fortnight ago but Senate Commerce Committee held no meeting and committee was occupied with hearings on Langer Bill (S 582) to ban liquor advertising in all media. There's possibility that Chairman Magnuson may want to question Captain Cross further, particularly as to views on community antenna systems. Sen. Magnuson has received numerous protests from broadcasters against FCC decision [GOVERNMENT, April 7] in which it disclaimed jurisdiction over CATV.

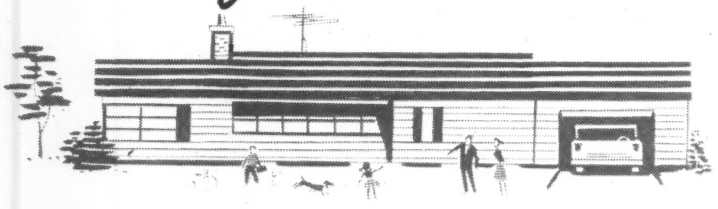
•

Right of stations to editorialize will be covered by FCC Chairman John C. Doerfer in his address at NAB Convention in Los Angeles, Tuesday morning, April 29. He, along with other members of FCC, have been miffed over inept and misleading newspaper reporting of House Oversight Committee proceedings growing out of purported misconduct charges. While he is expected to encourage editorializing as prerogative of station licensees, he also will admonish stations to exercise extreme caution by having competent newsman in charge and giving equitable treatment to all sides of controversial issue.



they buy as a family . . .

sell them on Meredith *family stations!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

THE WEEK IN BRIEF

This Week in Los Angeles—Latest rundown on the 36th annual NAB convention. Begins Page 51.

AERIAL VIEW OF CONVENTION.....*Page 52*
OFFICIAL, UNOFFICIAL AGENDAS.....*Page 54*
ONE MAN WHO'S SEEN 'EM ALL.....*Page 56*
THEY'LL BE TALKING ASCAP.....*Page 64*
"WHERE TO FIND IT" DIRECTORY.....*Page 42*

Public Likes Advertising—Special public opinion study by The Pulse Inc. dispels fears of advertisers that public considers them drunken slickers; shows favorable attitude toward the advertising function. Survey conducted by BROADCASTING discloses only 21% associate Madison Avenue with advertising. Page **68.**

Agencies talk over their business—AAAA meets at The Greenbrier, note that their gross is up but net is down. Two agency presidents call for concentration on creativity. Page **72.**

Masland in a Radio Mood—Carpet firm's two-hour spectacular on CBS Radio will attempt to evoke color images and a buying mood with what may be "radio's answer to color tv spectaculars." Page **82.**

Moore Renews Network Assault—President of independent KTTV (TV) Los Angeles makes another thrust at option time and must-buy practices of networks in testimony before FCC on Barrow Report, charging antitrust violations. Page **92.**

Help for Etv—Educators, broadcasters and congressmen testify in favor of bill granting financial aid to educational tv; only Sen. Thurmond along with Health, Education & Welfare Dept. strike discordant note. Page **96.**

Hill Gets Dry Charge—Verbose advocates (40 strong) for prohibition of liquor advertising air grievances before Senate Commerce Committee as testimony stretches from scheduled one day to two. Opponents of Langer measure rescheduled for tomorrow (Tuesday). Page **98.**

FCC Shirks Patent Duties—Former Commission patent adviser makes charge before House Oversight committee. Also claims RCA monopoly in tv and fm field. Page **102.**

Newspaper Should Fight Tv—That's urging from ANPA's Bureau of Advertising delivered at ANPA annual convention in New York. Page **104.**

Meanwhile, Back in San Francisco—American Women in Radio & Tv hear NAB President Fellows ask their attention to broad industry problems. Other national convention business: work sessions, elections. Page **108.**

Labor Clouds Clear—Renewal of negotiations between NABET and ABC and NBC after a lengthy layoff seemed to offer promise of speedy settlement. Page **112.**

Hiatus for UA-TV?—Tv film industry ponders question whether or not United Artists Television's newest group of 65 films is the last of post-1950 to come tv's way for some time to come. Page **119.**

New Rate Formula—Storz station group adopts product and retail rate base, with new definitions and provision for borderline cases. Billings of stations up 17.5% over first quarter of 1957. Page **128.**

A Quarter Century as Seen by John Blair—In exclusive tape interview with BROADCASTING, pioneer station representative traces evolution of broadcasting business. Page **137.**

Allard May Go—Canadian Assn. of Radio & Television Broadcasters members huddle on possible changes in association. Page **148.**

It Ain't a Bad Life—Tv ad writer's, that is. Don Tennant, vice president in charge of commercials development and exploration at Leo Burnett Co. and an old hand at writing film and live commercials, lists shortcomings and advantages of job. His verdict: It's a fun life. See MONDAY MEMO. Page **183.**

MR. TENNANT

DEPARTMENTS

ADVERTISERS & AGENCIES .. 68
AT DEADLINE 9
AWARDS 179
BUSINESS BRIEFLY 88
CHANGING HANDS 132
CLOSED CIRCUIT 5
COLORCASTING 84
DATELINES 148
EDITORIAL 184
EDUCATION 154
FILM 119
FOR THE RECORD 171
GOVERNMENT 92
IN REVIEW 28
INTERNATIONAL 148
LEAD STORY 51
MANUFACTURING 126
MONDAY MEMO 183
NETWORKS 114
OPEN MIKE 19
OUR RESPECTS 38
PEOPLE 166
PERSONNEL RELATIONS 112
PROGRAMS & PROMOTIONS ..156
PROGRAM SERVICES 122
STATIONS 128
TRADE ASSNS. 104
UPCOMING 110

photograph by John Burwell

That's a pretty fair description of time-buying in Miami where one station — WQAM — has more than 3 times the audience of the next one

New (March-April) Hooper shows WQAM first with 38.6% of the Miami audience! And WQAM is way out front on Pulse, as well. 432 out of 432 first place quarter hours! (Monday-Saturday, 6 a.m.-midnight.) So it's impossible for a time-buyer to get anything *but* a good time on WQAM.

And that's not all. Trendex repeats the dominance story. And WQAM is first on the latest Southern Florida Area Pulse which measures the listening habits of 31.5% of the state's population. The reason? Locally-centered, idea-packed Storz Station programming.

Get the details from the Blair man, or WQAM General Manager Jack Sandler.

WQAM *covering all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in* **MIAMI**

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Auto Makers Coming in Fast With Network Tv Contracts

Tv network executives are puzzled at newspapers' Bureau of Advertising tub-thumping that papers will pitch extra hard at "top" in Detroit to head off competitive (that is, tv) moves for auto business at time of economic uncertainty. For they'll have to move fast since renewals and new Detroit tv buys are coming in at brisk rate.

Among pacesetters: General Motors Corp.: GM Institutional (MacManus, John & Adams) renews NBC-TV's *Wide Wide World;* GM's Delco-Remy and AC Spark Plug divisions renew CBS-TV's *High Adventure,* ABC-TV's *Zorro;* Pontiac steps up tv "specials" activity from 5 to 10 next season, straddling all networks; Buick, dropping ABC-TV's *Patrice Munsel Show,* swings to NBC-TV to pick up eight Bob Hope "specials"; Chevrolet renews Dinah Shore for 52 weeks on NBC-TV, also *Pat Boone's Chevy Showroom* on ABC-TV; Oldsmobile, though disappointed with CBS-TV's *The Big Record,* still likes Patti Page, will sponsor her on ABC-TV in Tuesday night slot.

Ford Motor Co.: Though Edsel bows out of NBC-TV's *Wagon Train,* Ford Div. comes to rescue by taking its place while dropping CBS-TV's *Zane Grey Theatre;* Mercury expects to continue as part-sponsor of CBS-TV's *Ed Sullivan Show.*

Chrysler Corp.: Dodge renews ABC-TV's *Lawrence Welk Show* and Mr. Welk's *Top Tunes and New Talent,* latter with Plymouth which drops ABC-TV's *Betty White Show.*

NABET to Vote on Network Offer

National Assn. of Broadcast Employes & Technicians announced Friday it is sending copies of latest contract proposal of NBC and ABC to membership throughout country for ratification (see page 112). NABET, which represents 1,600 technicians at NBC and 800 at ABC, meets with network officials on Thursday and Friday. Old contract expired last Jan. 31.

Burnett Shifts Radio-Tv Echelon

Top-echelon shifts in Leo Burnett Co.'s broadcasting department—which has increased billing in tv-radio from $6.2 million in 1950 to $48 million in 1957—being announced today (Mon.). William J. McIlvain, vice president of network relations, leaving New York for Chicago headquarters to assume functions of vice president broadcasting department. His successor is Paul A. Louis, vice president in programming division, presently in Chicago. Mr. McIlvain's new position does not alter table of organization in Chicago: Lee Bland continues as vice president in charge of programming; David W. Dole remains as vice president of broadcast business division and Wendell Williams, in Hollywood, continues as vice president of broadcasting (L. A.),

Ampex Says Video Tape Out of Growing-Pains Stage

Black-and-white videotape recording is out of growing-pains stage, five engineers from Ampex Corp. told Thursday night session of 83d semi-annual convention of Society of Motion Picture & Television Engineers in Los Angeles. Five-day convention closed Friday.

In two years since prototype recorder was introduced to 1956 NAB convention more than $40,000 has been spent bringing process to maturity, John M. Leslie Jr., manager of professional production division, said.

Interchangeability, chief objective, has been achieved and all of more than 100 tv recorders in use at tv networks and stations can exchange tapes freely, he explained. Building block structural plan with color apparatus designed to be coupled to monochrome unit and also to allow further addition of special effects devices was emphasized.

Mr. Leslie said recording-reproducing heads have average life of 150 hours between refurbishings, for which Ampex charges $300. Operating cost of head to user runs $2 per hour.

MBS Says It's in Business

MBS board chairman and president Armand Hammer was scheduled to address affiliates' meeting in Los Angeles yesterday (Sun.) and to reassure them that Mutual is "in business to stay and we intend to make money." Mr. Hammer's declaration, apparently aimed at silencing recurring reports that network is up for sale, went on to say that profitable operation will mean "the kind of service that will have you proud of your affiliation and will be a definite advantage to you in increasing your prestige, impact and sales position in your own city."

Weed Opens Dallas Rep Office

Opening of ninth Weed Radio-Television Corp. station representative office, in Dallas, announced Friday by President Joseph J. Weed. Manager at new office, in Davis Bldg., 1309 Main St., Dallas 2, is Homer H. Odom.

LOOK US UP IN L. A.

BROADCASTING'S headquarters at NAB convention will be in Suite 7332-33-34, Biltmore Hotel. On duty: J. Frank Beatty, Ken Cowan, Rufe Crater, Ed James, Win Levi, Maury Long, Bill Merritt, Warren Middleton, John Osbon, Bruce Robertson, Ed Sellers, Virginia Stricker, Betty Taishoff, Sol Taishoff and Don West.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 68.

QUARTER-MILLION IN RADIO • Lewis Howe Co. (Tums), St. Louis, ordering through Chicago office of McCann-Erickson $250,000-plus radio campaign in 40-50 markets starting today (Mon.) and running through Oct. 5. Agency's New York office is looking for nighttime television series to start in fall.

RINSO BUYING • Lever Bros. (Rinso), N. Y., has ordered undetermined group of markets for spot tv campaign to run variously from four to six weeks. J. Walter Thompson, N. Y., is agency.

BACKING OUT • Although it has until May 20 to make up its mind, Helena Rubinstein seems likely to bow out of 30-minute *Sid Caesar Invites You* Sunday nights. ABC-TV is to pitch another presentation to advertiser this week, but apparently cosmetics firm and its agency, Ogilvy, Benson & Mather, are agreed that low ratings on Caesar-Coca-Reiner series makes renewal economically unfeasible. However, it's understood that Rubinstein is sold on network tv, will be back in fall with another program.

WANTS 'EM ALL • Liggett & Myers, N. Y., negotiating for every week instead of every other week of *Club Oasis* on NBC-TV, Saturday, 9-9:30 p.m., now shared with Max Factor. If deal moving Factor goes through, L & M probably will change name to *Supper Club.* Additionally L & M has bought half-hour Milt Caniff *Steve Canyon* tv series for next fall. Firm is dickering with all networks for time. L & M also sponsoring *Brains & Brawn* as summer show on Thursday, 8:30-9 p.m. on NBC-TV. McCann-Erickson, N. Y., is agency.

HAVE TIME, NEED SHOW • Colgate-Palmolive Co., N. Y., bought Thursday 9-9:30 p.m. period on NBC-TV with show yet to be determined. All Colgate agencies are submitting formats for time period. Ted Bates & Co. has submitted *Dotto* in nighttime version, while Bryan Houston's and Norman, Craig & Kummel's recommendations will be taken up this week.

HALF-COCKED • Procter & Gamble, Cincinnati, reportedly signed for sponsorship of half of *Restless Gun* (Mon., 8-8:30 p.m.) on NBC-TV through Leo Burnett Co.

FABRIC SPOTS • E. I. Nemours, Wilmington (dacron cotton), placing television spot schedule in 40 markets, effective for one week during May at different starting dates depending on market. Agency: BBDO, N. Y.

at deadline

Educational Tv Advocates Push Money Bill

Senate Commerce Committee, in completing hearings on bill to allocate up to $1 million to each state for educational tv, was told Friday that growth of etv has been hampered by lack of vhf channels in large metropolitan areas. Ralph Steetle, executive director of Joint Council on Educational Tv, said 26 million people in New York, Los Angeles, Cleveland and Washington are deprived of etv because reservations in those all-vhf cities are on uhf band.

Mr. Steetle said in most cases "the problems of fund raising have seemed almost insurmountable. Add to this the difficulties involved in protecting the reserved channels from those who would have their educational status removed for commercial purposes. Under these circumstances . . . the progress in educational tv has been truly remarkable." During 1958, he stated, an estimated 20 million people will receive some formal education via tv.

William A. Richardson, treasurer of Maine Educational Tv Assn., outlined unsuccessful efforts of that state to raise money to place educational ch. 12 in Orono on air. With etv, he said, Maine could provide students in its many small high schools top and diversified instruction which now is impossible.

Sen. Frederick Payne (R-Me.), committee member, said passage of bill will "without a doubt" make it possible for his home state to put etv outlet on air. Committee's action on measure, introduced by Chairman Warren Magnuson (D-Wash.), "will have direct effects on the lives of millions of Americans in future generations," Sen. Payne stated.

Henry F. Chadeayne, executive director of educational KETC (TV) St. Louis, pointed up role that station is playing for both public and parochial schools. He hit bill provision limiting grant to stations operated by state. Sen. Magnuson, after several other witnesses also criticized this provision, indicated bill would be amended to include participation by foundations and state-created associations.

Franklin Bouwsma, executive secretary of educational WTVS (TV) Detroit, told of that uhf station's difficulties in four-station vhf market. He said only 30,000 of 1.5 million area sets have been converted and called for repeal of 10% excise tax on all-channel receivers as boost for etv.

S 2119 was labeled only "token contribution" to etv by Dr. C. R. Carpenter, director of Pennsylvania State U.'s closed-circuit research program. He said four-year-old program has taught 25,000 students and is working on model setup for other colleges to copy. "Our nation is singularly fortunate," he said. "Precisely at this time when we are confronted with an imperative need to educate large and increasing numbers of students . . . we find that the communication fields can supply the means and considerable background of knowledge for accomplishing these tasks."

Ford Foundation has granted approximately $30 million for etv, an indication of its great interest in bill, Alexander J. Stoddard, consultant for Fund for Advancement of Education, stated. He told of of $1.1 million being spent yearly by foundation in etv experiments in nine cities. Etv will "die a-borning," he said, unless something is done to help individual states.

Mrs. Edmund Campbell, president of Greater Washington Educational Tv Assn., said her group plans to place lesson programs on commercial stations next fall. Church, private and public schools in Maryland, Virginia and District of Columbia are cooperating, she said.

More Trouble for Reardon

Troubles of Frank Reardon, majority owner of KGEZ-AM-TV Kalispell, Mont., are mounting. Earlier in week he filed application to transfer control of KGEZ-TV Kalispell from Copper City Radio Co. (KBOW Butte, Mont.) to himself. Mr. Reardon is principal owner of KBOW. KBOW is 90% owner of KGEZ and 56% owner of KGEZ-TV. This was done to clear his interests so he could sell KGEZ to group of local businessmen.

On Friday, Northwest Video Inc., community tv operators in Kalispell who own 30% of KGEZ-TV, filed notice with FCC it intended to ask that KGEZ-TV transfer application be set for hearing. Northwest Video claimed Mr. Reardon's allegation that CATV competition put ch. 9 outlet off air is erroneous. Mr. Reardon made assertion in letter to Senate Commerce Committee two weeks ago, also taking FCC to task for not protecting local tv stations from CATV competition [GOVERNMENT, April 21]. Mr. Reardon is selling KGEZ (1 kw on 600 kc) for $115,000. Buyers are equal partners Richard V. Vick, former general manager of KGEZ-AM-TV; C. M. Anzjon; M. A. Hinsl, and Ambrose G. Measure.

Pittera Buys Roberts' MBS Stock

Frederick Pittera, New York management consultant, announced Friday he has purchased 165 common shares of MBS from Paul Roberts, former president of network. Purchase price not disclosed. Mr. Pittera said transaction makes him "single largest holder of common shares in Mutual." There are 1,100 shares outstanding, he said.

PEOPLE

JOHN M. GROGAN, program manager, WABD (TV) New York, named vice president in charge of programming, DuMont Broadcasting Co. (WABD, WTTG [TV] Washington, WNEW New York, WHK Cleveland). **DAVID YARNELL,** director, named program manager of WABD.

DR. ALLEN B. DuMONT, board chairman, Allen B. DuMont Labs, presented "Engineer of the Year" award Friday night by New Jersey Society of Professional Engineers at annual convention in Atlantic City. Dr. DuMont is associated with development of cathode-ray tube and "offspring" use in various electronic fields.

PETER TRIOLO, media supervisor, and **WALTER TEITZ,** media buyer, advanced to associate media director and media supervisor, respectively, at Dancer-Fitzgerald-Sample, N. Y.

HERB OSCAR ANDERSON, who had own live show on ABC Radio before network cut back live programming, will join WMCA New York to do Mon-Sat., 4-7 p.m. disc jockey show. He will be first "name" d.j. to appear on WMCA.

HERMAN HICKMAN, 46, WCBS New York sportscaster and panelist on various radio-tv shows, died Friday afternoon in Providence Hospital, Washington, D. C., after complications developed from operation for gastric ulcers.

MARGARET MARNELL, 37, manager of literary rights for ABC since 1948, died in sleep early Friday. Before 1948 she was scriptwriter-commentator for CBC. She is survived by husband, New York attorney Carl Eldridge.

Four Stations Change Hands

Three am station sales totaling $620,000 were announced Friday. They are:

KMNS Sioux City, Iowa, by William F. Johns Jr. and associates to James Stuart group for $175,000. Stuart group includes KFOR Lincoln and KRGI Grand Island, both Nebraska. Johns group also owns WMIN St. Paul, WOSH Oshkosh, Wis., KRIB Mason City, Iowa, and interests in KIHO Sioux Falls, S. D., and WSPT Stevens Point, Wis.

KVOA Tucson by Clinton D. McKinnon to John H. and Nancy H. Battison for $165,000. Mr. McKinnon retains ownership of KVOA-TV Tucson and KOAT-AM-TV Albuquerque. Battisons recently sold interest in KAVE-AM-TV Carlsbad, N. M.

WNNC Newton, N. C., by Earl Holder and Muriel Dellinger to William M. and Jessie J. Bryan for $80,000. Bryans recently sold interests in KGMO Cape Girardeau, Mo., and KCOG Newton, Iowa.

KOOO Omaha, Neb., by Harold A. Soderlund and associates to Eugene Kelley Jr., James Fenlon and Dr. Clifford Bowers of Sioux City, Iowa, for $200,000. Mr. Kelley is associated in the ownership of KTRI Sioux City and KPIG Cedar Rapids, Iowa.

All sales were handled by Blackburn & Co., media brokers, and are subject to FCC approval.

WET PAINT IN SHREVEPORT

A "WET PAINT" sign usually means "hands off!" But not this one! It's up there merely to let you know that we're *improving our property* with a brand new RCA 3-V Monochrome and color film camera chain. It permits us to broadcast high definition pictures of the finest quality television presently permits.

It also makes us the FIRST IN SHREVEPORT WITH LOCAL COLOR FILMS AND SLIDES.

Your Raymer Man has the complete information about this and everything else that has made us the *colorful, copied* TV station in Shreveport. Make *your* impression on this rich market.....*in color!*

KSLA TV

basic CBS *channel* **12** ***shreveport, la.***

Represented by PAUL H. RAYMER CO., INC.

ZIV's NEW, ALL NEW HALF-

TARG

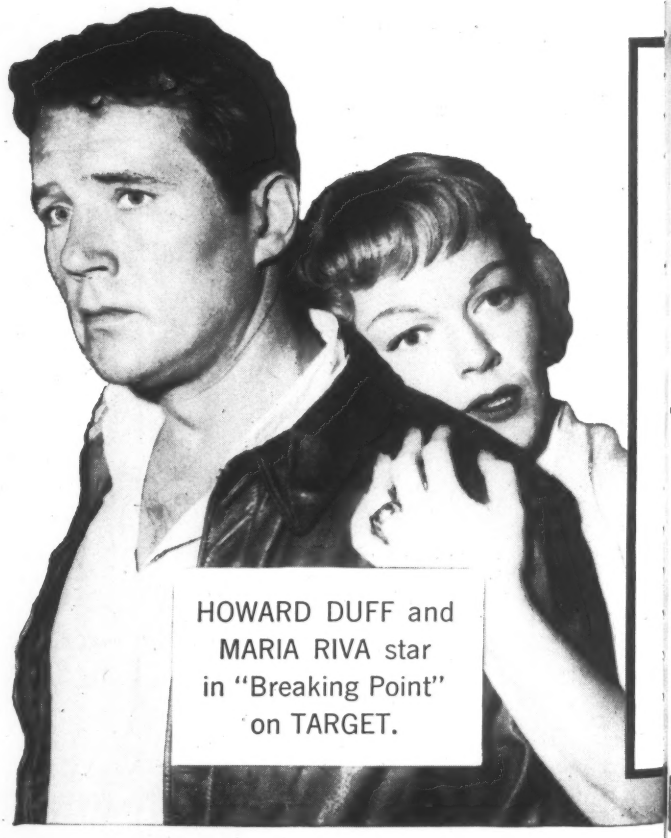
WEEK AFTER WEEK . . .

MANY MORE STARS...MANY GREAT IMPACT STORIES!

Your viewers will see and thrill to a galaxy of stars hand-picked for their great performances on TARGET!

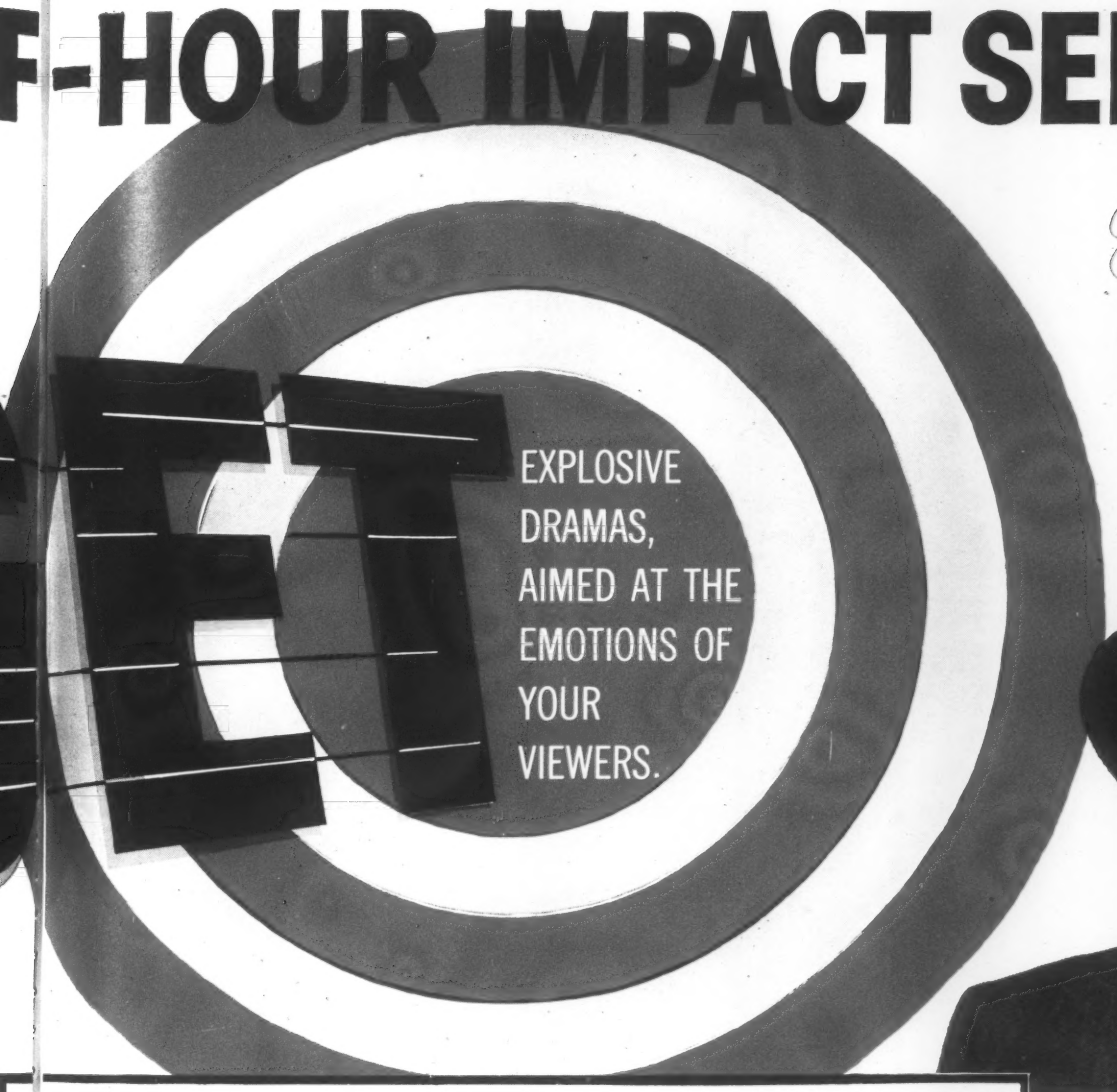
Howard Duff and Maria Riva star along with names like Cesar Romero, Pat O'Brien, Sidney Blackmer, Bonita Granville, Steve McNally, John Ireland, Lola Albright, David Brian, Gene Barry, and many more.

TARGET brings great stars, great performances, great **impact** stories week after week after week!



HOWARD DUFF and MARIA RIVA star in "Breaking Point" on TARGET.

F-HOUR IMPACT SERIES !



Your host
ADOLPHE MENJOU

ACTION-ADVENTURE

MYSTERY

WESTERN

LAW ENFORCEMENT

TARGET IS ALL IMPACT!

Everything viewers look for in engrossing TV fare!

TARGET HAS THEM ALL!

ALREADY BOUGHT BY:

- OLYMPIA BREWING
- SCHLITZ BREWING
- SOUTH CAROLINA ELECTRIC & GAS
- CAPITAL HOSPITAL SERVICE
- KROGER
- SAVANNAH SUGAR REFINING (Atlanta)
- GLOBE BREWING
- PIGGLY-WIGGLY

and many more

ZIV Television

NOW SHOOTING AT ZIV STUDIO!

IMPACT

Never before

SUCH STARS...SUCH IMPACT!

EVERY WEEK IMPACT STORIES LIKE:

"5 HOURS TO LIVE" ..... *SUSPENSE!*
starring STEVE McNALLY

"THE CAVE" ..... *WESTERN!*
starring CESAR ROMERO

"NO WAY OUT" ..... *MYSTERY!*
starring PAT O'BRIEN

"TATTOO ARTIST" ..... *LAW ENFORCEMENT!*
starring DAVID BRIAN

"POLICE DOCTOR" ..... *ACTION-ADVENTURE!*
starring GENE BARRY

ZIV Television

IN PRODUCTION: MANY GREAT **IMPACT** STORIES WITH MANY MORE STARS!

T O'BRIEN ◎ CESAR ROMERO

N ITA GRANVILLE ◎ DAVID

I AN ◎ LOLA ALBRIGHT ◎ JOHN

L AND ◎ STEPHEN McNALLY

W ARD DUFF ◎ HANS CONRIED

I P HOMEIER ◎ KENT TAYLOR

R IA RIVA ◎ JOHN BERARDINO

N E BARRY ◎ NEVILLE BRAND

O LPHE MENJOU *Your host*

NOW SHOOTING

STEVE McNALLY *STARS!*

"5 HOURS TO LIVE" . . . The father of a 10-year old boy holds the stolen $100,000. An international criminal holds the serum that can save the boy's life. Will the exchange be made in time to save the boy's life?

. . . . . *SUSPENSE!*

CESAR ROMERO *STARS!*

"THE BANDIT'S CAVE" . . . A ruthless bandit escapes with a fortune! How long can a man of action hide out without losing his reason?

. . . . . *WESTERN!*

PAT O'BRIEN *STARS!*

"NO WAY OUT" . . . A nurse is kidnapped to help a wounded outlaw. Can the law close in before the gang decides she has outlived her usefulness?

. . . . . *MYSTERY!*

DAVID BRIAN *STARS!*

"TATTOO ARTIST" . . . The police find the body of a dead man—dead but very much "alive" with intriguing clues to his murderer. Can police decipher the clues and come to grips with the killer?

. . . . . *LAW ENFORCEMENT!*

GENE BARRY *STARS!*

"POLICE DOCTOR" . . . A wounded gunman, rushed to the hospital, wings a police officer and holds him hostage in an examining room. Can the police doctor overpower the gunman and save the officer?

. . . . . *ACTION-ADVENTURE!*

G AT ZIV STUDIO!

AT THE NAB CONVENTION:
SEE ZIV EXHIBITS FOR

THE HOT HOT, SHOWS OF '58!

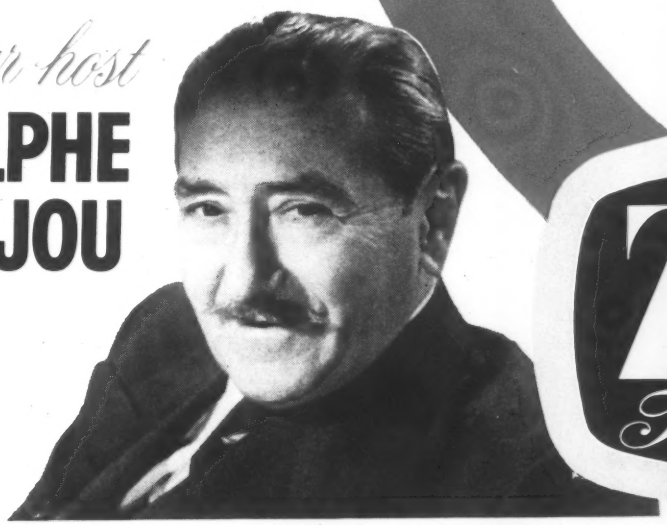
Rooms 2338-2339 • Hotel Biltmore, Los Angeles
APRIL 27-MAY 1

TARGET

ZIV'S NEW, ALL NEW **IMPACT** SERIES!

WEEK AFTER WEEK . . .
MANY GREAT STARS! MANY GREAT **IMPACT** STORIES!

Your host
ADOLPHE MENJOU



ZIV *Television*

Announcing

THE JOHN M. BRANHAM AND THE JOHN PETRIE MEMORIAL SCHOLARSHIP AWARDS

In recognition of 50 years service to the advertising industry, The Branham Company takes pleasure in announcing The John M. Branham Memorial Scholarship Award and The John Petrie Memorial Scholarship Award.

Both scholarships are being awarded to an employee, or son, or daughter of an employee of a Branham represented property, who will enter an accredited college or university of his choosing in the fall of 1958.

The scholarships will be awarded to the applicant who, in the opinion of a Columbia University board, is most deserving on the basis of scholarship achievement, leadership, citizenship, and extra curricular activities while attending secondary school.

THE BRANHAM COMPANY

BIG 7

N.C.

S.C.

OVER THE PIEDMONT CAROLINAS

1,788,361 PEOPLE*
WITHIN THE WSPA-TV 75 MILE AREA

IT'S BIGGER THAN

ATLANTA	1,557,764
BIRMINGHAM	1,427,783
NEW ORLEANS	1,260,360
HOUSTON	1,226,924
MIAMI	699.103

CBS

CHANNEL 7 IS THE FIRST AND ONLY VHF STATION COVERING THIS GIANT SPARTANBURG - GREENVILLE SUPERMARKET WITH CBS.

* Counted population A.D. Ring and Assoc. 1950 Census.

CHANNEL 7

WSPA-TV
GEO. P. HOLLINGBERY
NATIONAL REPRESENTATIVES

OPEN MIKE

The Hodges Rhubarb Continues

EDITOR:

CONGRATULATIONS TO ERNEST HODGES [MONDAY MEMO, APRIL 14], THE AUDIENCE HE'S LOOKING FOR IS MOVING OVER TO FM. ADULT LISTENERS WITH BETTER EDUCATION, BETTER HOUSING, MORE BUYING POWER ARE CHOOSING FM FOR RADIO ENTERTAINMENT. IT'S TIME FOR ANOTHER OF YOUR FM REPORTS [STATIONS, APRIL 6, 1957].

CHUCK KLINE
FM UNLIMITED
CHICAGO

[EDITOR'S NOTE: Mr. Hodges article was a critique on rock and roll radio.]

EDITOR:

Please send ten copies of "Critique on Rock and Roll: We're Not After the 12-Year Olds" by Ernest Hodges [MONDAY MEMO, April 14]. This is the authority we've been after for months.

Spencer M. Snow
Program Director
KFIR North Bend, Ore.

EDITOR:

Permit me to answer Ernest J. Hodges with an analysis of a typical top 40-type station, KIOA. KIOA shows a relatively constant audience percentage throughout the listening day. In some cases the percentage of audience is higher when the teenagers are in school and the only remaining listeners are adults and infants. And I'm reasonably certain that infants do not dictate the family listening habits . . .

To progress further, it's this so-called "giggle set" that gets the last laugh, or at least the last word. Teenagers have a great deal to say about the stores where items are purchased, Gilbert Youth Research Organization says [finding] that 89.9% of the girls have all or nearly all the say in the choice of the store where clothing is to be bought. Boys are close behind with 80.4%. . .

One of the most reputable representatives, John Blair & Co., has circulated a booklet to 5,000 advertisers and agencies. The booklet is a study of teenage buying power. Blair says that teenagers are a vital part of product decision-making, and states: "In two years teenagers will control the bulk of all mass buying." How is it possible? Besides, let's not forget that 49% of first brides are in their teens . . .

The mass listens to the kind of program they like, not what you or I or anyone else prefers. It's the mass that has to be sold. You and I already are.

Larry Monroe
Director of Programming
KIOA Des Moines

Hybrid Formats

EDITOR:

If a station is an affiliate of a network—and it doesn't matter which network—that station should carry a number of network-offered programs and cut down on disc jockeys. After all, if it wants to be a so-

February Trendex* ratings show

WGH-RADIO

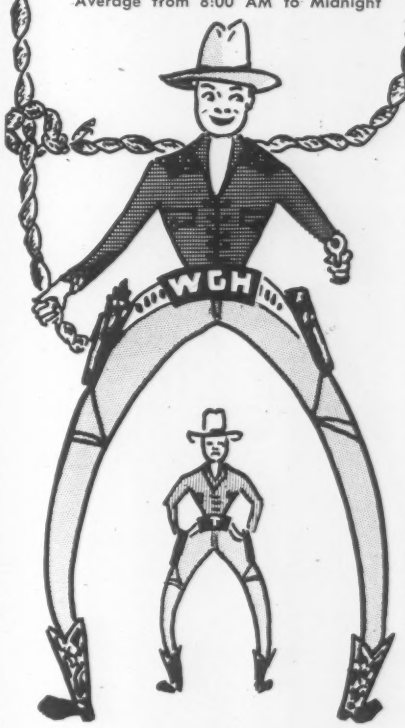
leads all Tidewater Virginia radio stations by wide margins in All time periods

Look at the comparison between WGH and the 2nd station in the market

33.1 WGH

15.9 STATION T

Average from 8:00 AM to Midnight



Get the full story from your JOHN BLAIR man

WGH

COLOR RADIO—CHANNEL 131

*PULSE—now being taken

DON McLEOD
Detroit's most popular D.J.
WJBK-DETROIT

TOM GEORGE
Everybody in Detroit loves Tom
WJBK-DETROIT

DAN BAXTER
Most exciting all-nite show
WJBK-DETROIT

CLARK REID
Best woman's audience
WJBK-DETROIT

"Hear, ye . . . hear, ye!" . . . Familiar words in the days when the Town Crier served the broadcasting needs of the people. Today, in great measure, this function is being performed by the Storer Broadcasting Company. It is done in the spirit of responsible (and responsive) service.

Hearken!..the town crier

This responsible service—with the loyalty it has gained—is personified in the modern-day "deejay." He is a part of the vigor of his community, sensitive to his audience. With music as his bell, he not only is heard, but listened to . . . Productive results of his salesmanship on Storer stations prove it.

TOM CLAY
"Jack-the-Bellboy" tops with the 'teens'
WJBK-DETROIT

RUDY ERTIS
All-night man to "night people" all night
WSPD-TOLEDO

JIM ROWE
The "Fabulous 58" according to Toledo
WSPD-TOLEDO

DICK RICE
Show tunes new and nostalgic
WSPD-TOLEDO

PETE MYERS
The "Mad Daddy" of Cleveland teen-agers
WJW-CLEVELAND

BOB CAIN
. . . morning news, time and temperatures
WJW-CLEVELAND

CHUCK PARMALEE
. . . music, service announcements and news
WSPD-TOLEDO

BRUCE MacDONALD
Cleveland's most commercial man
WJW-CLEVELAND

WALLY KING
Great with the going-home audience
WJW-CLEVELAND

JOE NIAGRA
Ruler of the night-time roost
WIBG-PHILADELPHIA

BILL WRIGHT
The rebel with a cause
WIBG-PHILADELPHIA

DOUG ARTHUR
Mr. Music in Philadelphia
WIBG-PHILADELPHIA

TOM DONAHUE
Biggest man on the dial
WIBG-PHILADELPHIA

LEE SUTTON
. . . consistently pulls more commercial mail
WWVA-WHEELING

LEE MOORE
. . . one of nation's top country western deejays
WWVA-WHEELING

LEW CLAWSON
. . . "friendly voice" to vast audience
WWVA-WHEELING

HARDROCK GUNTER
. . . emcee of World-Famous WWVA Jamboree
WWVA-WHEELING

BOB BYRON
Keeps working and playing listeners smiling 'til dawn
WGBS-MIAMI

CAL MILNER
Gets the driving audience home with a smile
WGBS-MIAMI

Storer's town criers of Radio

JACK BERRY
popular host of the "Peachtree Party" 3:30-5:30
WAGA-ATLANTA

GEORGE TRENT
Mr. Music to Atlanta's night listeners
WAGA-ATLANTA

PRESTON CHARLES
launches the day for thousands of faithful listeners
WAGA-ATLANTA

AL LEIBERT
Miami's biggest morning man
WGBS-MIAMI

JIM HARPER
"The helpless housewife's helper"
WGBS-MIAMI

STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV Toledo · **WJW-TV** Cleveland · **WJBK-TV** Detroit · **WAGA-TV** Atlanta · **WVUE-TV** Wilmington-Philadelphia

WSPD Toledo · **WJW** Cleveland · **WJBK** Detroit · **WIBG** Philadelphia · **WWVA** Wheeling · **WAGA** Atlanta · **WGBS** Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

"we get 'em coming
FACTORY FOUR
and going"
Akron's rubber factories operate around the clock in four shifts. Our program pattern, very heavy on local news and music, keeps people on CUE going to work, or coming from work, or on both occasions.
We get them at home, too. We deliver 11.7% more listeners per dollar than any other station in the Greater Akron Metropolitan Area.
All this is in a new color film on the Elliot stations we'll roll for you at the drop of a note to us or Avery-Knodel.
E10
*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.
WCUE
AKRON, OHIO
THE ELLIOT STATIONS
GREAT INDEPENDENTS • GOOD NEIGHBORS
PROVIDENCE, R. I.
WICE

called independent, then it should drop the network.

. . . [I know of] an ABC station that used to carry a number of network shows. But, since the station changed ownership, local disc jockeys seem to be the rule. And, let's face it: ABC is a good network. ABC paved the way for delayed network programming during the silly daylight savings time months. ABC let Bing Crosby prove that people don't mind listening to prerecorded shows.

What's so wonderful about being a disc jockey? All you need is free records from the record companies and subscriptions to . . . music-industry journals. You don't even need much musical background.

Name Withheld

Little in Size, Giant in Sales

EDITOR:

I believe KCNO has many things to crow about but one in particular I would like to put before readers of your fine magazine. I believe we have set a record for the smallest market station to carry major league baseball. Alturas has a 3,000 population. Also, I think we bring it farther than any other radio station of comparable size (200 miles and we pay all line charges).

All this is without national advertising help. Local advertisers make it possible and not one nickel comes in from the network. Another record for towns of 3,000: out of 72 possible advertisers (and I'm stretching the point), we have 45 local advertisers on the air and all happy.

Dick Barrett
Station Manager
KCNO Alturas, Calif.

That Well-Covered Feeling

EDITOR:

We appreciate your excellent handling of our recent closed-circuit story [AT DEADLINE, April 14]. The fine hand of a good journalist is apparent when a rather casual telephone conversation emerges so well-written and tied together.

Leonard G. Trostler
Local Sales Manager
WERE Cleveland

Roslow's Ratings Rebuttal

EDITOR:

With regard to the account of the Radio & Television Executives Society panel in which the so-called "new" house-to-house coincidental survey was discussed [ADVERTISERS & AGENCIES, March 31], I want to point out that there is nothing new about this. Pulse has done this type of research many times in the past for clients who have paid for this, but because the cost was so high we could not do it on a regular, continuing basis. . . .

I want to take exception to the question about out-of-home audience, specifically automobile audience, which was raised in the panel and about which you should know better. Pulse has pioneered and had the only adequate method of measuring the out-of-

MEET THE BRITISH PEOPLE IN...

Topic

An exciting new human interest series of 13 quarter-hour TV programs... designed to acquaint Americans with British life. A new TOPIC *every week* describes the British people; how they work, play and live.

TOPIC is an up-to-date series of telecast films of actual visits and interviews conducted in a casual and entertaining manner by the well known husband and wife team of Julius and Joan Evans. This American couple chats with a Rhodes scholar at Oxford, talks to a British housewife on market day, interviews a Member of Parliament and visits other people and places which typify Britain and the British. The films give Americans a chance to understand their British counterparts.

A pilot film can be seen by arrangement at our B.I.S. Office, Room 1111, 448 S. Hill Street, Los Angeles 13, Calif. (across from the Biltmore). Call MAdison 6-4411

FOR FALL RELEASE

For Your Public Service Programming.
Information sent FREE Upon Your Request.

Radio-Television Division

BRITISH INFORMATION SERVICES

an Agency of the British Government

45 Rockefeller Plaza, New York 20, N. Y. • CI 6-5100

USE THE STATION VIEWERS CHOOSE

WRAL-TV

The regional station with the regional personality

RALEIGH, NORTH CAROLINA

Dominant Share-of-Audience Sign-on to Sign-off

(FEBRUARY ARB)

RALEIGH-DURHAM

And just look at the market WRAL-TV serves

From Greensboro to the coast, from Virginia to the South Carolina line —a total of more than 2 million population

Put your sales messages on the most seen screen —ask about current availabilities, market data

WRAL-TV

FULL POWER CHANNEL 5 NBC AND LOCAL COLOR

New Studios: Western Blvd. • Raleigh, North Carolina

REPRESENTED BY H-R, INC.

home audience, not just automobile but all of it. . . . We now do this in all of our radio broadcast audience research.

Sydney Roslow,
Director
The Pulse Inc.
New York City

[EDITOR'S NOTE: The points questioned by Mr. Roslow were discussed by the panelists and specifically attributed to them in our story.]

Tires of Picking Up Tab

EDITOR:

Isn't it time for radio stations to realize, as some already have, that our customers are quite different from the record company's customers? I have long believed that the number of people interested in records as such is very small. But the number interested in the music over the radio station for what it does to and for them is great indeed. This latter group is the one most radio stations are after. Our job is to entertain them with music that stimulates, soothes, excites or relaxes. And I'm sure not very many of them are particularly interested in whether it's Fisher or Travis singing, or whether it is a Columbia or Verve recording, whether it's No. 1 or No. 101 on the so-called hit parade . . .

So perhaps it's also time for the record companies to realize something. It's a lot easier for many radio stations to buy singles and albums they want from the local record stores than to wade through the maze of material issued each month. This station, for one, and our newly-acquired outlet in Redmond, Ore., plan to follow this policy. If the record companies want their material exposed to our audiences, they are certainly free to send it along. Chances are a great deal of what they supply will get played, arousing a desire to buy the music in recorded form. However, we certainly don't plan to pay the record firms for promoting their music, and I feel certain that other stations are now or will soon be adopting a similar policy.

Rod Walter
Manager
KOMB Cottage Grove, Ore.

Plea for PICON

EDITOR:

The picture of radio-tv that was left following the Emmy awards show would have been poor indeed had it not been for Eric Sevareid's statesman-like analysis of the industry's real goals insofar as the public is concerned [PLAYBACK, April 21].

Your oft-repeated request for broadcasters to do more about industry public relations can stand another drum beating. . . . Corny gags from loud-mouthed, often irresponsible performers on a show like the Emmy show can show us off in a very poor light. When John Patt broke me into this business 27 years ago, public interest, convenience or necessity meant something that has been forgotten by many through the years.

Graves Taylor
WTYN Tryon & WFSC Franklin, N.C.

Just one year old...*
and already a

BIG NOISE

in the important

ST. LOUIS

market

in just one year...

TOP LOCAL SHOWS like "Romper Room", "Tom Dailey", and "Fred Moegle"

TOP SYNDICATED SHOWS like "Sea Hunt", "Big Story", "Spooktacular"

TOP NETWORK SHOWS like "American Bandstand", "Wyatt Earp", "Maverick"

- KTVI is FIRST CHOICE of St. Louis families!
- MORE VIEWERS PER SET than any St. Louis Station!
- BEST DOLLAR BUY in St. Louis!

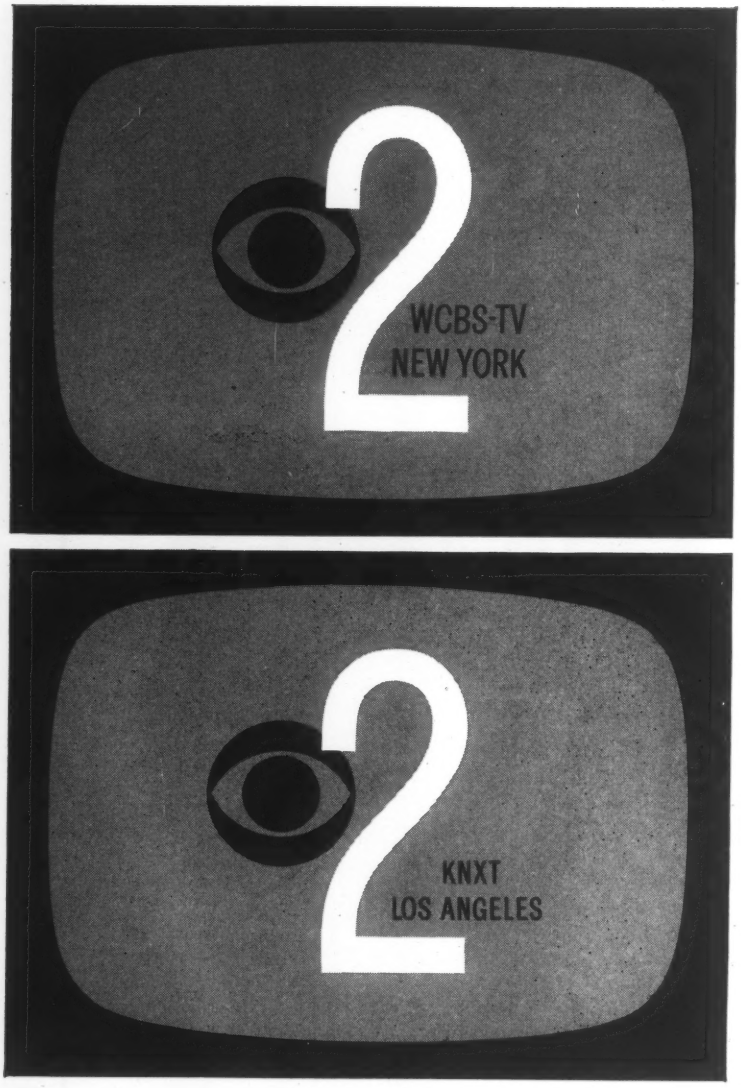
Represented nationally by BLAIR-TV

KTVI CHANNEL 2 SAINT LOUIS abc

*as VHF Channel 2

J. J. Bernard, Vice-President and General Manager

We pause for local station identification



In addition to its network awards, the National Academy of Television Arts and Sciences gives Emmys for the best programs and performers in two local areas – New York and Los Angeles.

In seven-station New York, five out of the eight awards went to CBS Owned WCBS-TV.

In seven-station Los Angeles, four out of the eight awards went to CBS Owned KNXT.

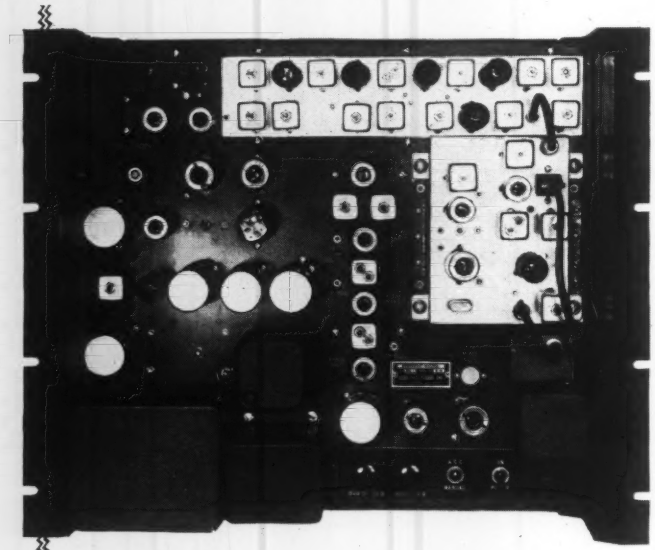
There is a significance to these NATAS selections which is inescapable, particularly in the fact that eight of the nine awards to WCBS-TV and KNXT were for local live community service programs, such as news, sports and education. (Each station, for example, was awarded the Emmy for the best local news program.)

These Emmys provide further recognition of the key role played by each CBS Owned station in the daily life of the local community of which it is part and parcel.

CBS Television Stations

CBS Owned WCBS-TV Channel 2, New York; KNXT Channel 2, Los Angeles; WBBM-TV Channel 2, Chicago; KMOX-TV Channel 4, St. Louis; WXIX Channel 19, Milwaukee; WHCT Channel 18, Hartford

NEMS · CLARKE Type TRC-1
TV Color Rebroadcast Receiver



The Nems-Clarke Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality.

The mechanical construction of the receiver is the same as that normally used in transmitter input equipment. Bathtub construction provides maximum accessibility to all tubes and controls, the other components being readily accessible on the rear of the chassis.

Three outputs are provided by the receiver—video, audio, and stripped-sync. The video signal is available at the normal level and polarity provided by a network interconnection. The signal provided is exceptionally clean and every effort has been made to minimize impulse noise. The R.F. section of the receiver is a separate crystal-controlled, plug-in unit. Where it is desirable, the station can obtain a separate R.F. unit for each channel to be received. The changeover from one channel to another can be accomplished during a station break with minimum interruption. By providing individual R.F. units for each channel, each R.F. unit can be aligned to give maximum performance for its particular channel without the compromises inevitable in a switching-type device.

The sound channel is separate from the video channel so that in case of failure of the video transmitter the sound is not lost.

NEMS · CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
FOR FURTHER INFORMATION WRITE DEPT. 84

IN REVIEW

WHO KILLED MICHAEL FARMER?

A political refugee from Ciudad Trujillo mysteriously disappears from the face of the earth, but it is not until CBS Radio airs its now-explosive "Chronicle of Terror: The Galindez-Murphy Case" that America becomes indignant. Congress investigates. The FBI begins asking embarrassing questions and the State Dept. sends terse notes. Now, almost a year later, CBS Radio's "Unit One" does an encore: It presents a less explosive, less cohesive though no less ear-shattering report on juvenile crime in America today.

For years now—dating back to the heydey of radio—CBS Radio has been concerned with the face of crime.

Michael Farmer was 15 when he was brutally murdered by a New York street gang at 10:30 p.m. last July 30 in Manhattan's Highbridge Park when he and a chum, Roger McShane, went out for a walk. Farmer was a polio victim, and the public became incensed at the senseless killing. But its indignation and wrath spent itself in the ensuing tabloid coverage of the 93-day trial that ended a fortnight ago. By the time the jury returned its verdict, the public generally had lost interest.

It would seem that too many people had forgotten the death of young Farmer. Now, it is hoped that CBS Radio's report will revive the interest; otherwise the youth will have surely died in vain.

The report by CBS presented the problem. It offered no quick panaceas. It took a rather dim and hopeless view of the status quo because, according to narrator Ed Murrow, "We permit" these conditions to continue. But it was not the network's job to point to a solution: CBS is in business to inform, not to rehabilitate. As such, it has done a yeoman's job of gathering facts and piecing them together. It was on top of the story the minute it broke. Just how it went about gathering its nerve-shattering tape recorded interviews with the "Egyptian Kings" and "Jesters" is not disclosed. It should be commended for sitting on the story for the length of the trial so as not to prejudice the jury then hearing evidence. This was radio journalism with a conscience.

Should New York City become as aroused with the CBS report as the Congress was with last year's Galindez expose, then the network will have scored nothing less than a triumph. Who said that radio was dead?

Production cost: $5,500.
Sustaining on CBS Radio 8-9 p.m. EST April 21, a CBS News presentation.
Executive producer: John Jefferson; writer-producer: Jay McMullen; reporter: Arthur Rabin.

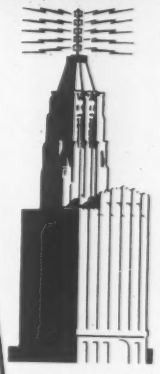
HOW DO YOU RATE?

CBS-TV's 10:30 a.m. entry is a common sense quiz, pitting male against female. The age-old contest has incontestable appeal.

How Do You Rate? is billed as "the show that tests not what you learn from books but what you learn from life." If you learned anything from those psychological tests you had in college, so much the better. Questions test observation of pictorial detail, the pitch of bells, distance judgment, pronunciation, sense of touch,

WMAR-TV, Channel 2
BALTIMORE SUCCESS STORY...

A FAMOUS NAME IN MARYLAND
CHESAPEAKE Furniture Company
INCORPORATED
DIRECT FACTORY DISTRIBUTORS OF FINE FURNITURE
7400 HOLABIRD AVE., BALTIMORE 22, MD.
ATWATER 4-8100



March 22, 1958

Mr. Tony Picha
Promotion Manager
WMAR-TV
Charles and Redwood Sts.,
Baltimore 3, Maryland

Dear Mr. Picha:

We are very pleased to inform you that we sincerely feel that our spot film commercials on your station, WMAR-TV, Channel Two, are mainly responsible for our sudden increasing furniture and appliance sales volumes.

In many individual sales ranging from $1600.00 to $2000.00, we have definitely established WMAR-TV as the "door opener" that brought the buyers to our store.

Thank you for your splendid cooperation in preparing our scripts and merchandising ideas also; Mr. Lang for his interest in the success of this program, and the film department for their fine job of photography.

With kindest personal regards,

Very truly yours

CHESAPEAKE FURNITURE CO. INC.,

R. M. Endicter
Advertising Director

RME/r

CBS TELEVISION

In Maryland, most people watch WMAR-TV channel 2

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc., New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

PRE-TESTED

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Motion Picture Feature

Box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior" —"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "The Adventures of Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

IN REVIEW CONTINUED

reading, etc. The home audience is thrown its usual bone in the form of a question to be answered by mail. Besides two contenders, moderator and "aptigraphs" for scores, there is the usual organ for effects and hints to contestants. Why doesn't anybody ever use a guitar or trumpet or accordion in the daytime?

Doubtless the average viewer is resigned to the new cycle of tv quizzes. Since it must be endured, such games as *How Do You Rate?* seem to be as pleasant a way as any to endure it. Thoughtful questions, good pictorial design, attractive contestants and unobtrusive moderating add up to a good interest quotient for *How Do You Rate?*

Production costs: $20,000 weekly.
Sustaining live from New York on CBS-TV Monday-Thursday, 10:30-11 a.m.
Executive producer: Steve Carlin; producer: Ronald Dubin; director: Seymour Robby; musical director: Bob Nicholson; m.c.: Tom Reddy; announcer: Jack Clark.
Packaged by EPI in association with Harry Fleischman.

COMMENT

A panel of knowledgeable and urbane gentlemen discussed the much-discussed topic, "The Free World Versus Russia" on this NBC News series April 20 and they reassured us that Russia is winning the "cold war." Though this news is tiresomely discomfiting, the panel held out hope that through a deeper understanding of the Soviet Union and some of the recent changes in attitudes there, the opportunity for co-existence can be strengthened.

At one point, one of the panelists, British humorist Stephen Potter expressed enviable admiration for Nikita Khrushchev's propaganda technique. He pointed out that Mr. Khrushchev uses such easily-understood slogans as "End the bomb." This, Mr. Potter indicated, is much more effective than the West's approach of "Organize a committee for international inspection and mutual restraint." Other panelists included Irving R. Levine, NBC news correspondent, who commented that a more reasonable Russia may emerge through an improvement in education and living standards there; Edward Crankshaw, *London Observer* commentator on Russian affairs, who warned that Russian leadership still is leaning toward world domination but is restrained by the dictates of logic, and Joseph C. Harsch, NBC News senior correspondent, who observed that the United States must accept the existence of a Soviet empire and a going political and economic system there.

The program was stimulating throughout, even though some of the commentary embodied information that has been printed and broadcast time and again. It was a pleasant change to listen to the observations of two British commentators.

Production Costs: Approximately $4,500.
Sustaining on NBC-TV 2-2:30 p.m. April 20.
Producer: Robert Priaulx; director: Richard Cox.

"But Boss...

five station wagons???
What are we getting into now,
the cab business?"

"Mobile News Patrols", he snaps.
"Two-way radios. Reporters.
On the spot coverage anywhere
in Greater Cincinnati!"

"But Boss, think of the
MONEY! Why not do it like
everyone else. Tips, second
hand stuff from the newspapers,
friends on the police force."

"That's not how we got to be
FIRST in Cincinnati!"

Come to think of it,
I guess he's right.

But Gosh...five station wagons...

wsai
radio
CINCINNATI

GORDON BROADCASTING COMPANY
SHERWOOD R. GORDON, BOSS
SOLD NATIONALLY BY ADAM YOUNG, INC.

How to Get

86% COVERAGE

of all Rural markets

Smart advertisers and sales promotional people usually call 20% market coverage *very merchandisable*—50% coverage FABULOUS—what then would they call KEYSTONE coverage . . . *unbelievable!* But we can prove that coverage—86% !!! One of the great success stories in today's advertising is the resurgence of RADIO ADVERTISING AT THE LOCAL LEVEL . . . BEAMED AND PROGRAMMED AT THE LOCAL MARKET . . . INTERESTING TO AND INTERESTED IN THE CONSUMING PUBLIC IN EVERY HOMETOWN AND RURAL MARKET.

There's just one way to cover . . . one way to really dominate . . . and that's with Keystone Broadcasting System's more than 1,000 locally oriented and managed radio stations.

Maybe you think we're boasting. We'd like to show you the objective data and prove to you that whether you use a "network" of 100 or a network of 1000 stations Keystone can build this network to your order. Write or phone the Keystone office nearest you. It will be a pleasure to tell you.

Send for our new station list

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STate 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.

N E W S

KBS Keystone BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

No Birthday Party

We're 10 years old*. But we're too busy planning for tomorrow and the day after tomorrow to have a party.

We're the first station in the world to buy an Ampex color tape adapter for greater flexibility and new innovations in color... we have new sports events to schedule... additional stimulating public interest programs to prepare... more spectacular live shows to come.

WGN-TV

441 North Michigan Avenue, Chicago 11, Illinois

**First telecast, April 5, 1948*

at WGN-TV in 1958

Busy? We've never been busier in our history. Our current achievements give us a standard to meet—and exceed. There's exclusive Cubs and Sox baseball... Ding Dong School... The Blue Fairy... our outstanding religious programs... Chicago's largest library of features and syndicated films... the impressive "Hour of Music." All beamed from the highest tower in Chicago.

Busy?

We wouldn't have it any other way.

Quality AND Integrity

Is MAIL PULL YOUR DISH?

Try Bill Mack's Famous Recipe

Bill Mack is KWFT'S great country and western music personality. He serves up big, heaping portions of mail—country style. Over 500 pieces of mail each week!

Bill's a fabulous fellow. His daily disc jockey shows rank 7th on the national Country and Western Jamboree's annual D-J poll. He's equally popular as band leader and vocalist. He records for Mercury Starday . . . has had 50 original compositions published . . . has made personal appearances on CBS Radio's "Saturday Night Country Style," "Big D Jamboree," and "Louisiana Hayride."

Got something to sell? Bill Mack can sell it—throughout KWFT's great coverage area—½ mv/m radius of nearly 250 miles, in the rich Southwest. Nearly 4 million people! See your H-R man.

Ben Ludy, President & General Manager

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

KWFT Call Your H-R Man

620 kc -- Wichita Falls, Texas

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle
STAFF WRITERS: Frankie Pelzman, Myron Scholnick, Benjamin Seff, Ann Tasseff, Jim Thomas
EDITORIAL ASSISTANTS: Rita Cournoyer, Richard Erickson, Coleen Rothenberg
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: John Henner, Ada Michael, Lois DeShields
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR: Frank P. Model
STAFF WRITERS: Margot Holland, Diane Schwartz
Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Stricker
Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

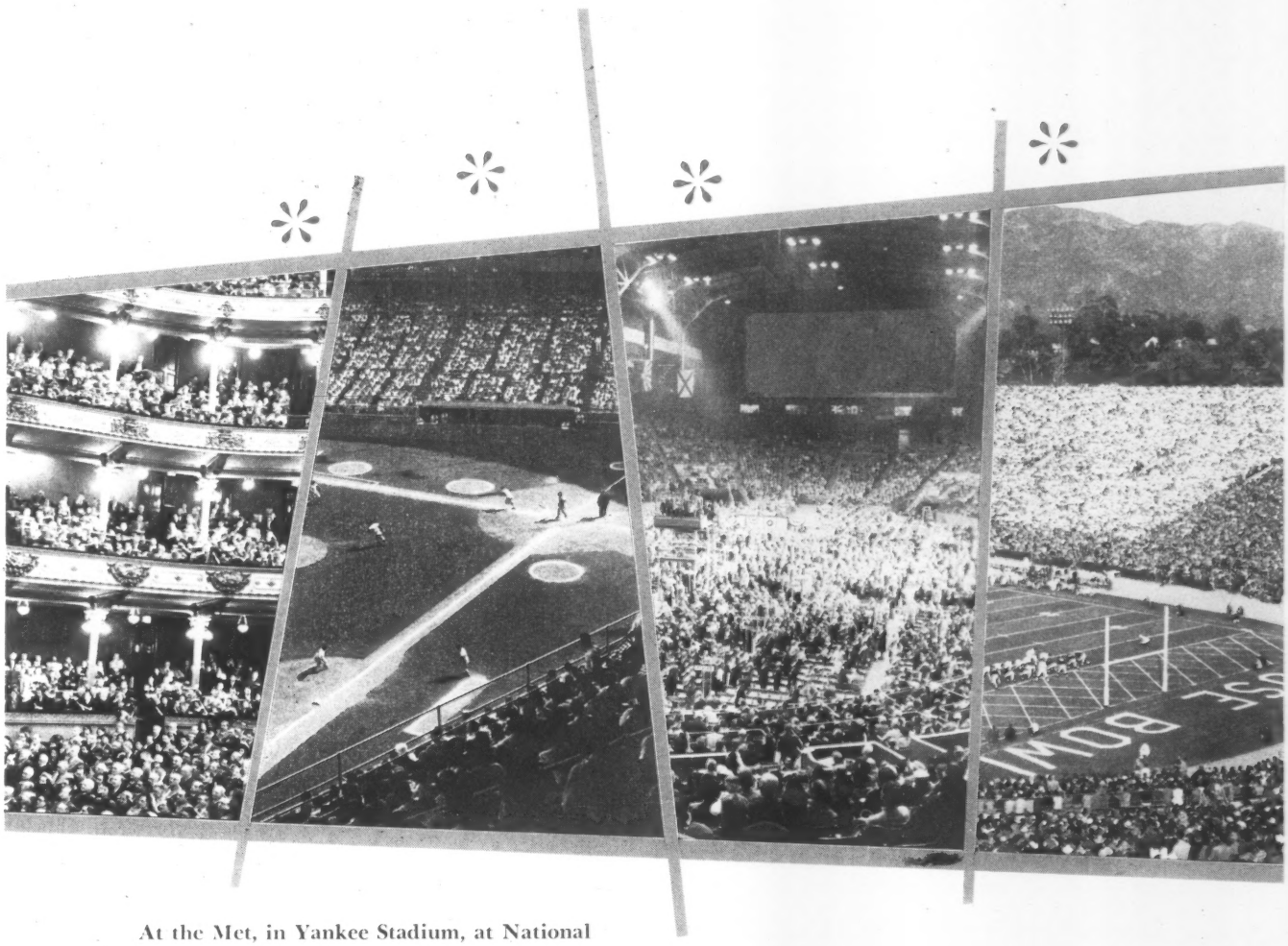
SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

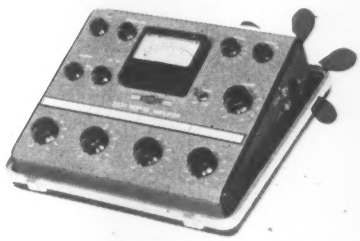
*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.

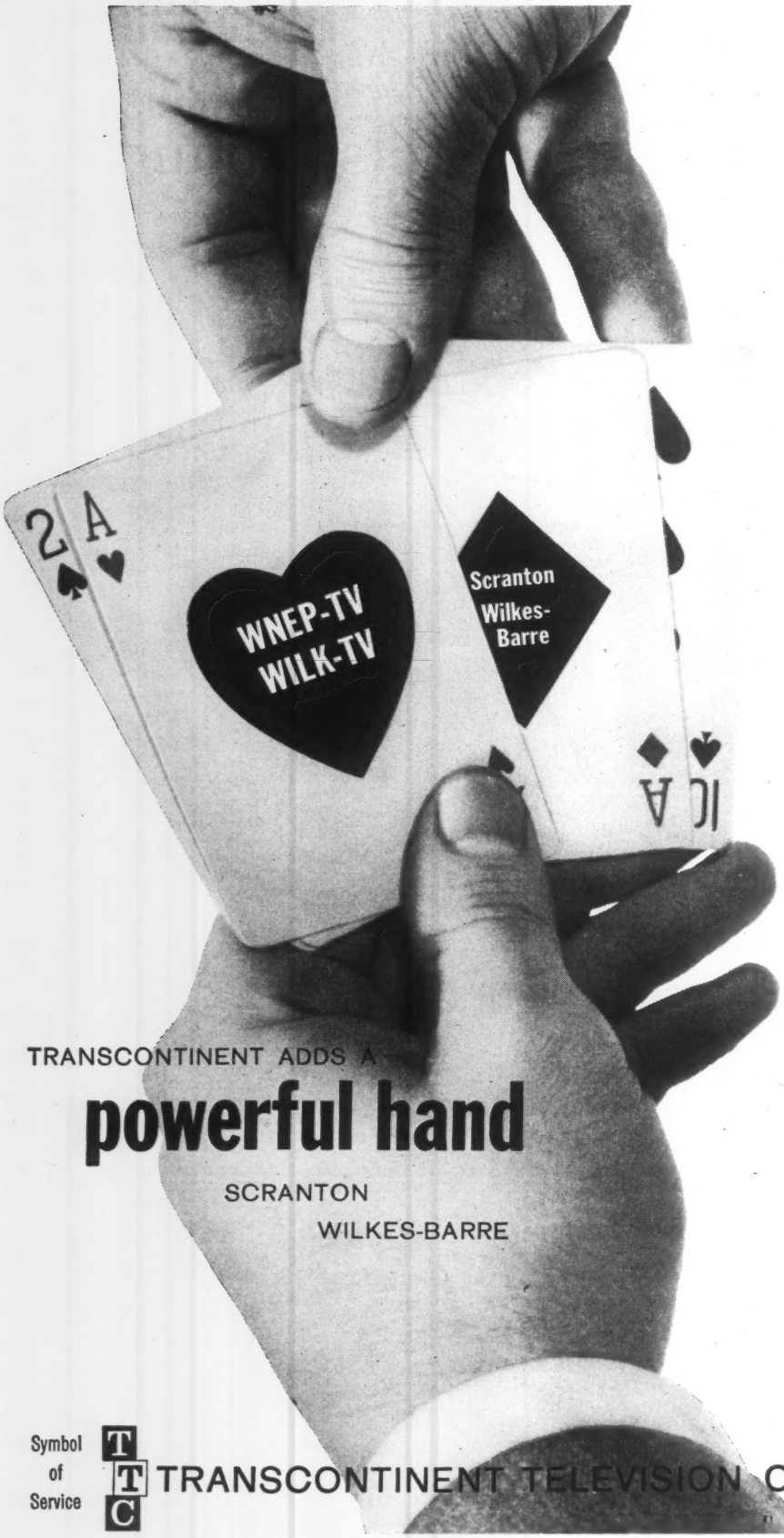
this remote really gets around



At the Met, in Yankee Stadium, at National political conventions, at the Rose Bowl. These are some of the places you'll find Collins 212Z Transistorized Remote Amplifier, which supplies full functions in a 22-pound package.



Collins CREATIVE LEADER IN COMMUNICATION COLLINS



TRANSCONTINENT ADDS A

powerful hand

SCRANTON

WILKES-BARRE

The Transcontinent Television Corporation welcomes a powerful combination to its family of stations:

WNEP-TV *(formerly* WARM-TV*), Channel 16, Scranton, and* WILK-TV, *Channel 34 Wilkes-Barre.*

The two stations are now operating in combination with identical programming —but the prosperous Scranton—Wilkes-Barre market will soon be covered by WNEP-TV alone, when it increases power to 1,500,000 watts and becomes America's most powerful TV station.

Basic affiliation with the ABC Television Network will continue to bring such top-rated shows as Maverick, Lawrence Welk, Disneyland, Wyatt Earp and The Real McCoys to the nearly 2,000,000 people in the growing Scranton—Wilkes-Barre trading area.

And the new single facility—with studios in Scranton and Wilkes-Barre and transmitting from the Wilkes-Barre site—will enable Transcontinent to strengthen the ties between the two cities . . . to maintain its policy of greater service to the community and to the advertiser.

WROC-TV, Rochester
WGR Radio, WGR-TV, Buffalo
WSVA Radio, WSVA- TV, Harrisonburg
Represented by Peters, Griffin & Woodward
WILK-TV, Wilkes-Barre
WNEP-TV, Scranton
Represented by Avery-Knodel, Inc.

Symbol of Service

TTC TRANSCONTINENT TELEVISION CORPORATION

Avery-Knodel, Inc.
is now
national representative
for both

WNEP-TV SCRANTON*

AND **WILK-TV** WILKES-BARRE

in prosperous
Northeastern Pennsylvania

Avery-Knodel, Inc.

New York • Atlanta • Dallas • Detroit • San Francisco • Los Angeles • Chicago • Seattle

**formerly WARM-TV*

WILS

106% GREATER AUDIENCE than Station B—all day*

5000 LIVELY WATTS

more listeners than all other stations heard in Lansing combined.*

LANSING

Contact: Venard, Rintoul & McConnell, Inc.

* February-March, 1958 C. E. Hooper, Inc.

WILS music news sports

71

ASSOCIATED WITH WPON PONTIAC, MICHIGAN

OUR RESPECTS

to Donald Neil Martin

NOBODY at the NAB works longer hours and pays more attention to details than Don Martin, public relations assistant to the president.

Mr. Martin got that way because of a shattering experience in his youth. At the age of 15, as the after-school star reporter of the weekly *Campbell* (Calif.) *Press*, he was assigned to interview James A. Farley, the Postmaster General who was passing through town on a political tour. That night the eager young reporter wrote a colorful story including this sentence: "As usual, genial Jim Farley was wearing a white carnation in his button hole."

A careless printer made a mistake. The word "button" appeared in the *Press* as "bottom."

Some of Mr. Martin's colleagues say that was the last mistake he has allowed to be made in any enterprise with which he has been associated. His advancement since his teen-age tour on the *Campbell Press* has been errorless and unrelenting.

Mr. Martin graduated from the *Campbell Press* to the *San Jose Mercury Herald* and from high school to the U. of California. At the U. of California, where he specialized in journalism, he had his radio baptism on KLX Oakland. As a reporter and later managing editor of the university's *Daily Californian*, he took part in quarter-hour roundup programs dealing with campus news. At the university he met his future wife, Betty Sullivan, a class behind him and also on the campus paper's staff (later becoming editor-in-chief), and Dick Trezevant, who for a year was on the NAB staff and now is Sunday editor of the *Chicago Sun Times*.

At college he had been in the Naval Reserve officer's training program, first V12 class. This led to a minesweeper that plied the East Coast and then moved to Japanese waters. On the minesweeper was Norman B. Norman, then head of his own advertising agency. They often discussed media and advertising problems. Later Don was assigned to public relations in the Bureau of Naval Personnel, editing two publications, *All Hands* and *Naval Reservist*. After a brief fling at civilian status he decided to try New York. There he got a job at Robinson Assoc., public relations firm handling the British Travel Assn. account.

Betty Sullivan had preceded him to New York, going to work on a small magazine. Don had worked on the *San Francisco Chronicle* and news bureaus before entering the service. In New York they were married. Later Don moved to the travel group's advertising agency, Cecil & Presbrey, where he was in charge of the British account, among others. In 1950 the British association decided to have its own public relations office, hiring Don for the job. He held it for six years, until NAB came along.

NAB had decided to start a major high-level public relations campaign designed to develop a favorable national attitude toward broadcasting. President Harold E. Fellows looked long and carefully. He hired Mr. Martin after many persons had pointed to his public relations achievements at the British association. At the travel office Mr. Martin received much of the credit for boosting American tourist traffic to England from 91,000 to 316,000 a year, largest item of American trade.

Don Martin was 34 (born June 23, 1922) when he went to Washington in November 1956, promptly taking charge of publicity activities and the approaching public-opinion effort. The job offered a challenge, and that's what he likes about it.

Don flashes a squinty smile, often combining it with a puckered brow so it's hard to tell whether he is amused, worried or just concentrating—probably all three. He is a ferocious worker around his fourth-floor office at NAB Washington headquarters, handy to President Fellows. He reports directly to Mr. Fellows.

He has a neglected Vermont acreage that someday, he hopes, will be planted to trees. It serves as a remote-control hobby. He did a lot of traveling for the British association, and still sees a lot of the U. S. in his NAB post. His clubs include National Press Club, Sigma Delta Chi and Public Relations Society of America. He has two children, both boys.

Don approaches a public relations problem by first surveying the situation and then drawing up a plan. No. 1 priority goes to the "message," or what is to be proved. The NAB Board adopted his basic message—"Broadcasting Serves America."

He feels broadcasting must assume a more conspicuous leadership role if the public is to comprehend the industry's service. He says it has matured to the point where it can take the lead in meeting national problems. An example is the "Learn—and Live" project adopted last winter by the NAB board. Its objectives are to instill in young people a will to know and a sense of the exciting adventure of learning.

Lofty? Listen to Don: "We have to aim high if we are going to compete in the space age. Ideas are guiding lights to achieving tangible results, whether we are speaking in terms of national aspirations or more favorable public opinion."

ADAM YOUNG INC.

will
be happy to
welcome
FRIENDS
and
CLIENTS

attending the
N.A.B.
CONVENTION
in
Los Angeles...

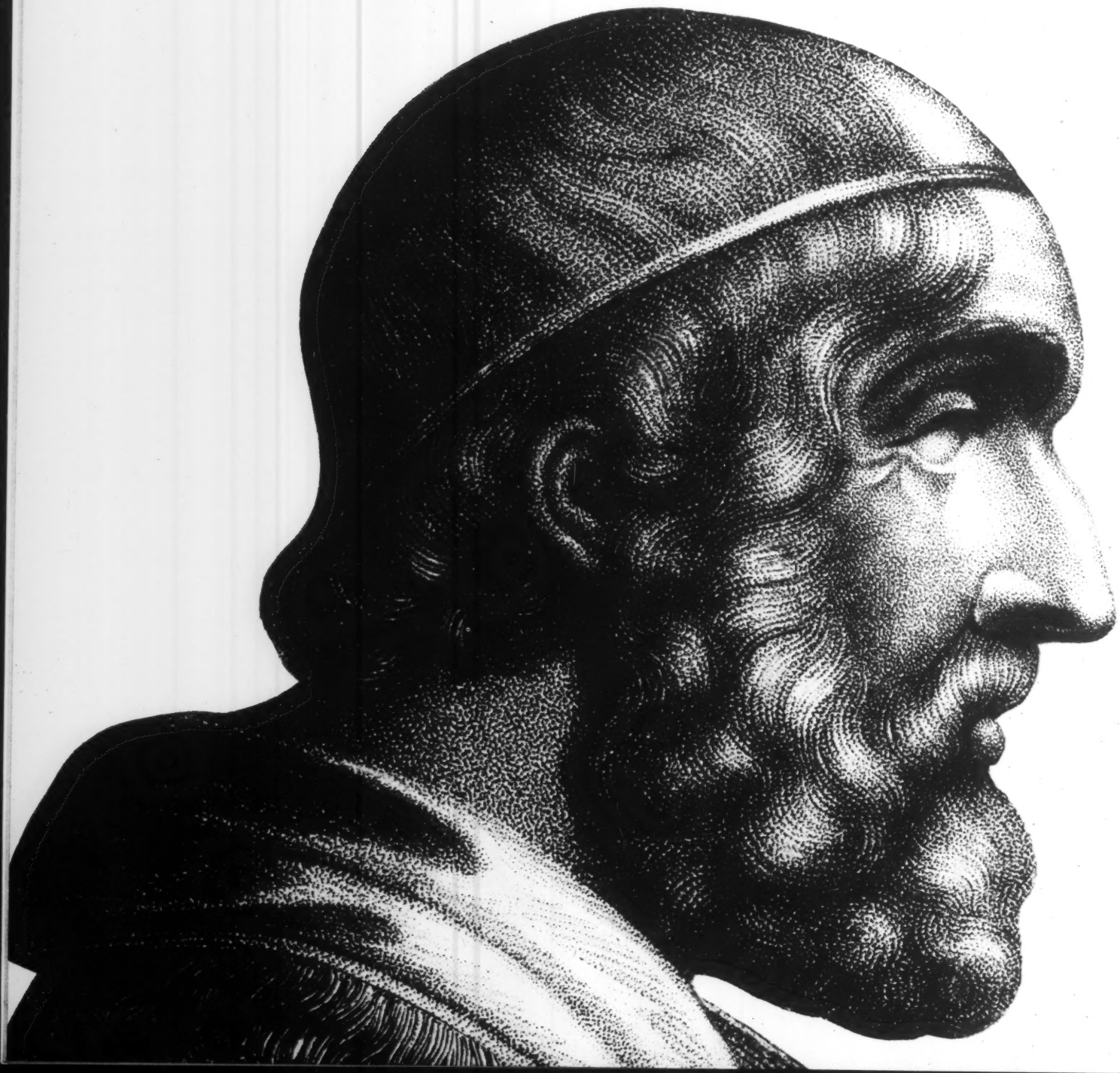
at
our
OPEN
HOUSE

at the AMBASSADOR
Los Angeles

ADAM YOUNG INC.

New York · Chicago · St. Louis · Atlanta · Los Angeles · San Francisco

HOMER OUT-HOMERED



In Alaska, in Korea, in Moscow, Bob Hope has pursued his incredible television Odyssey. Not even Homer, who had only *words* to rely on, could impart to his countrymen the sense of understanding of remote peoples and places that Bob Hope consistently achieves with his NBC Television shows.

The Moscow show mixed oil and water. It evoked unparalleled critical enthusiasm and captured at the same time one of the largest audiences of the year. It would take a mighty fast-draw Western to out-do a combination of Hope and Ukrainian spear dancers.

In his 8th year on television, Bob Hope has surged ahead to new peaks of audience popularity—just as NBC Television, in its 10th year, has forged into unquestioned supremacy in program popularity. ARB, Nielsen Multi-Network Area Report and Trendex all agree: In the nighttime hours, where competition is keenest and viewing heaviest, NBC Television is now the Number One Network.

The April Trendex reveals that NBC at night leads the second network by 14%, the third by 39%. In terms of half-hour wins, NBC has 20, the second network 14, the third 8. This report climaxes the greatest one-year audience shift in television's first decade.

Together, "Mr. United States"* and the network most preferred wherever there is full freedom of program choice, are riding the crest of the greatest audience endorsement in their joint histories.

**From the 1958 George Foster Peabody Award citation to Bob Hope for his "Outstanding Contribution to International Understanding."*

NBC TELEVISION NETWORK

we're tired of shouting it . . .

BUT THE FACT IS . . .

K-NUZ is NO. 1*

*PULSE- (Jan.-Feb. 1958) Places K-NUZ in No. 1 position Monday thru Friday for total broadcast day average 6 A.M. to 12 midnight.

*NIELSEN- (Jan.-Feb. 1958) Places K-NUZ in No. 1 position Monday thru Friday 6 A.M. to 6 P.M. for total broadcast day average.

AIMS — Association of Independent Metropolitan Stations

"On-The-Go" RADIO IN HOUSTON

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
Forjoe & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

In Houston—Call DAVE MORRIS—JA 3-2581

The NAB Convention

WHERE TO FIND IT

The second floor of the Biltmore will be devoted exclusively to exhibits. Other exhibits will be located in the Grand Ballroom and Ballroom Foyer of the Biltmore and in the Assembly, Garden, Los Angeles and Wilshire Rooms on the ballroom (mezzanine) floor of the Statler.

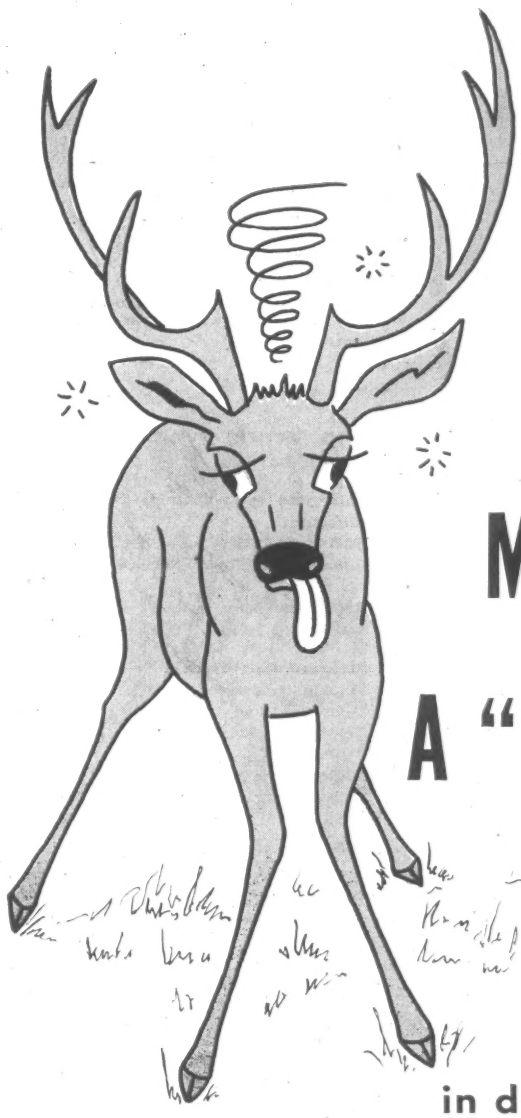
The hotels do not assign rooms or suites prior to registration, so hospitality suites are presently identified only by hotel. When the convention opens, NAB will post giant directory boards in the lobbies of both the Biltmore (Management Conference headquarters) and Statler (Engineering Conference headquarters) showing where all associate members' suites are located.

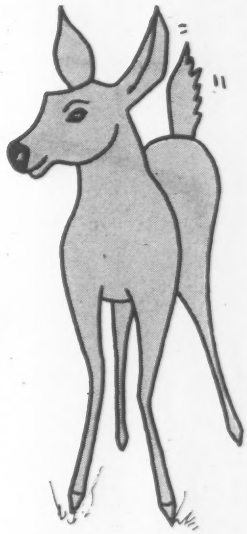
Room designations in roman type are in the Biltmore Hotel, whereas those in italics are in the Statler Hotel. (E) indicates exhibitor. (H) indicates hospitality suite.

EQUIPMENT MANUFACTURERS

Adler Electronics . . . (E) *Wilshire Room, Space 5* (H) Statler
Alford Mfg. . . . . (E) *Wilshire Room, Space 2*
Ampex . . . . . (E) *Wilshire Room, Spaces 1-11* (H) Biltmore
Browning Labs . . . . . (E) Room 2208
Bryg Inc. . . . . (E) *Wilshire Room, Space 8*
Caterpillar Tractor . . . . (E) Ballroom, Space 6
Century Lighting . . (E) Ballroom Foyer, Space 2
Collins Radio . . . . . (E) Ballroom Foyer, Space 1
Conrac . . . . . (E) *Wilshire Room, Space 4*
Continental Electronics . . . . . (E) Room 2122
Dresser-Ideco . . . . . (E) Rooms 2204-05-07
Electronic Applications . . . . . (E) Rooms 2105-06
Foto-Video Labs . . . . . (E) *Los Angeles Room*
Gates Radio . . . . . (E) Ballroom Foyer, Space 3
General Electric . . . . . (E) *Garden Room* (H) Statler
General Electronic . . . . . (E) Room 2317
General Precision . . . . . (E) Rooms 2229-32
General Radio . . . . . (E) *Wilshire Room, Space 10*
The Harwald Co. . . . . (E) Ballroom Foyer, Space 4
Houston-Fearless . . . . . (E) Rooms 2110-11
Hughey & Phillips . . . . . (E) Rooms 2216-17 (H) Statler
Industrial Transmitters & Antenna (E) *Wilshire Room, Space 9*
Kahn Research Labs (E) *Wilshire Room, Space 9-A*
Kin Tel . . . . . (E) *Wilshire Room, Space 13*
Kliegl Bros. . . . . (E) *Wilshire Room, Space 7*
Ling Systems . . . . . (E) *Wilshire Room* (H) Statler
Magnetic Sound Camera . . . . . (E) Room 2237
Prodelin . . . . . (E) Room 2234
RCA . . . . . (E) Rooms 2226-27-28 and Biltmore Ballroom, Space 7 (H) Biltmore
Raytheon . . . . . (E) *Los Angeles Room*
Rust Industrial . . . . . (E) Rooms 2212-14
Sarkes Tarzian . . . . (E) *Wilshire Room, Space 17*
Schafer Custom Engineering (E) *Wilshire Room, Space 12*
Stainless . . . . . (H) Statler
Stancil-Hoffman . . . . . (E) Room 2309
Standard Electronics (E) Rooms 2202-03 *Wilshire Room, Space 3* (H) Statler
Telechrome Mfg. . . . . (E) *Wilshire Room, Space 16*

CONTINUED





Your "Doe"

Means

and a quarter

A "Buck" Well Spent

(that's per thousand in daytime minutes, if you please)

Call PGW. Your "Doe" will go a long way in the rich Denver market on

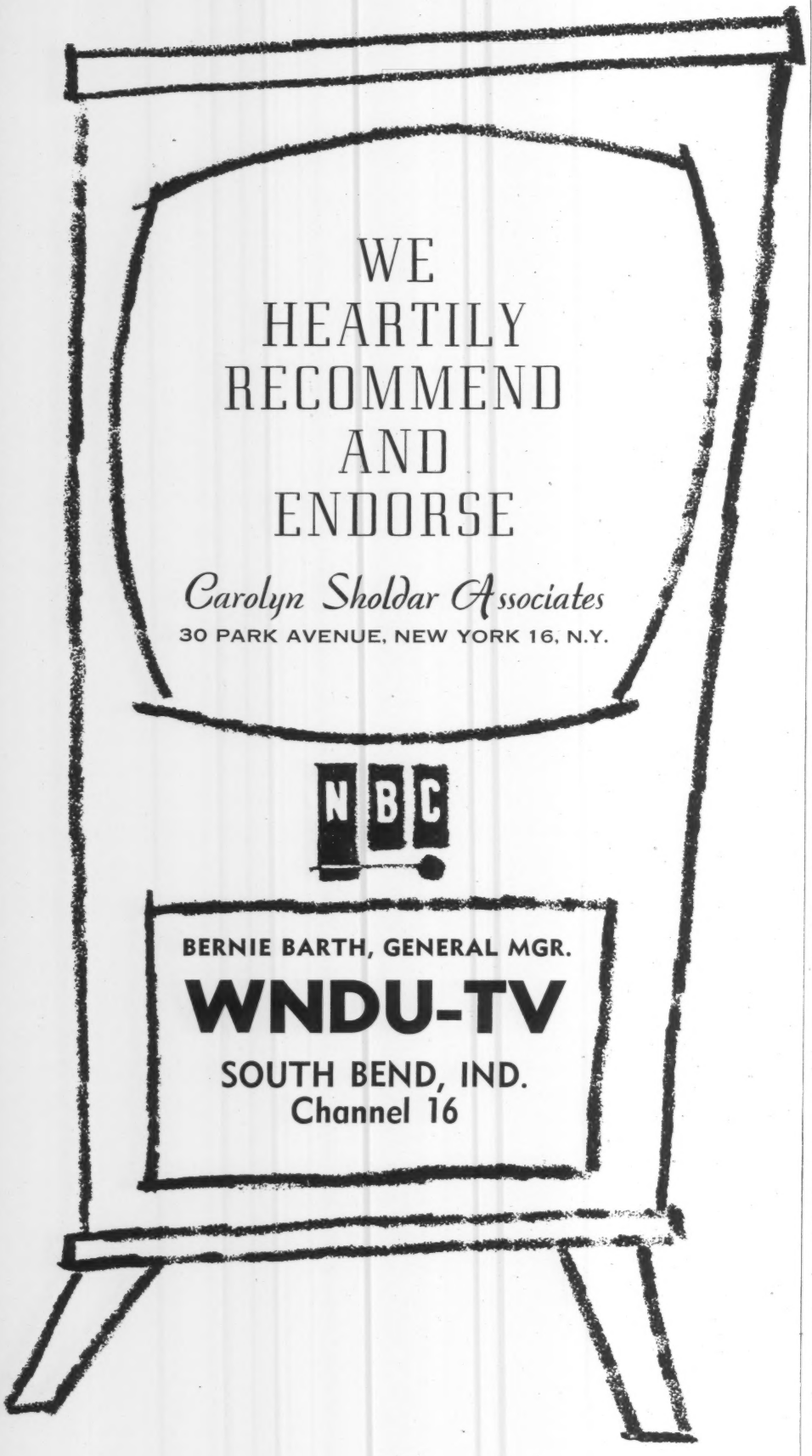
KBTV abc Channel 9

DENVER'S FAMILY STATION . . .

John C. Mullins, *President* — **Joe Herold,** *Station Mgr.*

Represented Nationally by Peters, Griffin, Woodward, Inc.

*Figures compiled from Television Magazine TV set count, February, 1958 plus estimated set count, five community antenna systems and from American Research Bureau, Denver Survey, January, 1958.



The NAB Convention

WHERE TO FIND IT CONTINUED

TelePrompTer .....(E) Ballroom, Space 5
Television-Zoomar .....(H) Statler
Utility Tower .....(E) *Los Angeles Room*
Visual Electronics ..(E) *Wilshire Room, Space 15*

GOVERNMENT

U. S. Armed Forces .....(E) Rooms 2119-20-21
U. S. Army (E)
Rooms 2307-08 and *Assembly Room*
U. S. Treasury .....(E) Room 2116

NETWORKS

ABC Radio and ABC-TV .....(H) Biltmore
CBS Radio .....(H) Biltmore
CBS-TV .....(H) Engineers Club, Biltmore
Keystone Broadcasting System ....(H) Biltmore
Mutual .....(H) Biltmore
NBC Radio and NBC-TV .....(H) Biltmore
NTA Film Network .....(E) Rooms 2341-44
(H) Biltmore

NEWS SERVICES, PUBLICATIONS

Advertising Age .....(E) Room 2130
(H) Biltmore
Associated Press .....(H) Statler
Billboard .....(E) Room 2117
BROADCASTING .....(H) Biltmore
International News Service-Telenews (E)
Room 2131
Radio-Television Daily .....(E) Rooms 2128-29
Sponsor .....(E) Room 2340
(H) Statler
Standard Rate & Data .....(H) Biltmore
Telefilm Magazine .....(E) Room 2104
Television Age .....(H) Biltmore
Television Magazine .....(H) Statler
United Press .....(H) Biltmore
United Press Movietone News ....(E) Room 2326
U. S. Radio .....(E) Room 2133
Variety .....(E) Room 2235

PROGRAM SERVICES

AAP .....(E) Rooms 2345-46-48-50-52
ABC Film Syndication .....(E) Rooms 2356-57
M & A Alexander Productions (E) Rooms 2354-55
Broadcast Music Inc. .....(E) Rooms 2107-08
(H) Biltmore
California National Productions ....(H) Biltmore
CBS Television Film Sales (E) Rooms 1348-50-52
Community Club Services .....(H) Statler
Flamingo Telefilm Sales .....(E) Room 2319
Harry S. Goodman Productions (E) Rooms 2102-03
Governor Television Attractions (E) Room 2331
(H) Statler
Guild Films .....(E) Rooms 2324-25
Hollywood Television Service ....(E) Room 2337
(H) Biltmore
Lang-Worth Feature Programs (E) Rooms 2305-06
(H) Biltmore
MCA-TV .....(H) Biltmore
MGM-TV .....(E) Rooms 2333-34-35
Magne-Tronics .....(E) Room 2359
Medallion Tv Enterprises ..... (E) Room 2358
Modern Talking Picture Service (E) Room 2225
Muzak .....(H) Biltmore
National Telefilm Assoc. .....(E) Rooms 2328-30
Official Films .....(E) Rooms 2322-23
(H) Biltmore
RCA Recorded Program Services (E)
Rooms 2300-01-02
Screen Gems .....(E) Rooms 2303-04
SESAC .....(E) Rooms 2134-35
(H) Biltmore
Standard Radio Transcription Services (E)
Room 2361
Sterling Television .....(E) Room 2219
Telemat .....(E) Rooms 2320-21
Television Programs of America (E)
Rooms 2221-23
Trans-Lux Television .....(E) Rooms 2215-2362
World Broadcasting System ..(E) Rooms 2200-01

CONTINUED

RADIO BALTIMORE

WCAO

NOW HAS *More Listeners** *than any other two* BALTIMORE RADIO STATIONS *Combined!*

***In Homes**

Nielsen (December-January, 1958) says WCAO has more listeners than any other two Baltimore stations; 75% more listeners than the next highest station.

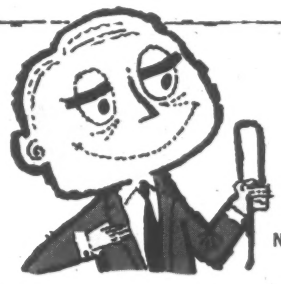
Hooper (January thru March, 1958) says WCAO is first in total rated time periods, with almost 80% more audience than the next highest station; 1,250% more than the lowest station.

In Business Establishments

Hooper says WCAO has more listeners than the next three highest stations; 173% more than the next highest station.

In Car Radios

Hooper says WCAO has more listeners than any other three Baltimore stations; 178% more than the next highest station.



Keep your eye on these other Plough, Inc., Stations:

Radio Boston **WCOP** | Radio Chicago **WJJD** | Radio Memphis **WMPS**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

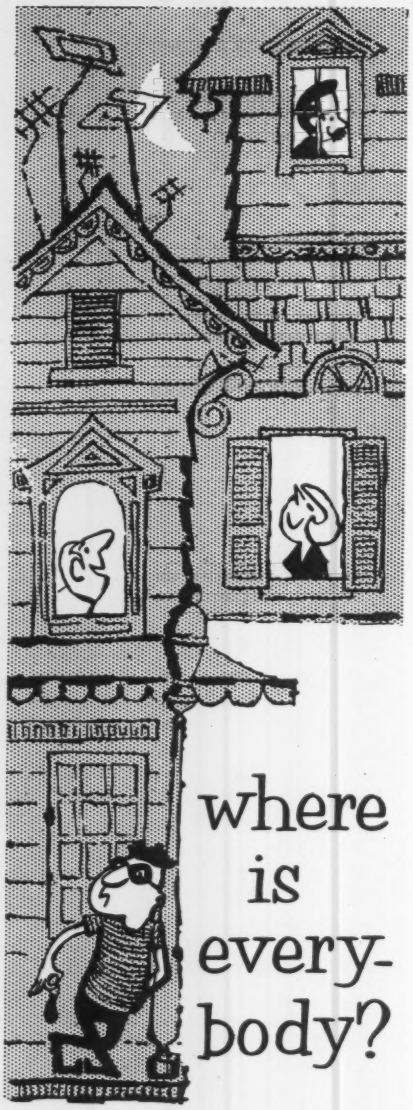
THE SWITCH IS ON!

There's an important new landmark on the historic Washington scene. A modern structure—the first ever designed from the ground up for color television—now houses WRC-TV and provides the most

advanced radio facilities for WRC. In its new home WRC-TV is more than ever a showplace of the Capital and Washington's *leadership* station in programming, in public service and in service to advertisers.

WRC-TV·4

NBC SPOT SALES



The latest 19-county Telepulse and ARB Reports claim that nearly everybody in Eastern North Carolina is at home watching Channel 9. But if you want to talk to these Tar Heels, Hollingbery can arrange it.

WNCT
channel nine
GREENVILLE, N. C.
CBS • ABC

REPRESENTED NATIONALLY BY HOLLINGBERY
A HARTWELL CAMPBELL, GEN MGR

The NAB Convention

WHERE TO FIND IT CONTINUED

Ziv-Economee Television Programs (E) Rooms 2100-01
Ziv Television Programs ....(E) Rooms 2338-39 (H) Statler

RESEARCH ORGANIZATIONS

American Research Bureau .....(H) Biltmore
A. C. Nielsen .....(E) Rooms 2112-15
The Pulse .....(H) Biltmore

STATION BROKERS

Blackburn & Co. .....(H) Statler
Paul H. Chapman Co. .....(H) Town House
Wilton Gunzendorfer .....(H) Biltmore
Hamilton, Stubblefield, Twining & Assoc. (H) Biltmore, Statler, Town House
Allen Kander Co. .....(H) Statler
Jack L. Stoll & Assoc. .....(H) Statler

STATION GROUPS

Westinghouse Broadcasting Co. ....(H) Biltmore

STATION REPRESENTATIVES

Avery-Knodel .....(H) Town House
John Blair, Blair Tv and Blair Television Assoc. .....(H) Chapman Park
The Bolling Co. .....(H) Biltmore
The Branham Co. .....(H) Biltmore
CBS Tv Spot Sales .....(H) Statler
Henry I. Christal .....(H) Biltmore
Everett-McKinney .....(H) Town House
Forjoe and Forjoe Tv .....(H) Biltmore
Gill-Perna .....(H) Biltmore
Harrington, Righter & Parsons .....(H) Statler
Headley-Reed .....(H) Statler
H-R Reps and H-R Tv .....(H) Chapman Park
George P. Hollingbery .....(H) Statler
The Meeker Co. .....(H) Statler
John E. Pearson and Pearson Tv (H) Town House
Peters, Griffin, Woodward .....(H) Town House
Edward Petry & Co. .....(H) Biltmore
Rambeau, Vance, Hopple .....(H) Biltmore
Paul H. Raymer .....(H) Biltmore
Venard, Rintoul & McConnell .....(H) Statler
Weed & Co. ..... (H) Town House
Adam Young .....(H) Ambassador

TELEPHONE AND TELEGRAPH COMPANIES

American Telephone & Telegraph ....(H) Statler

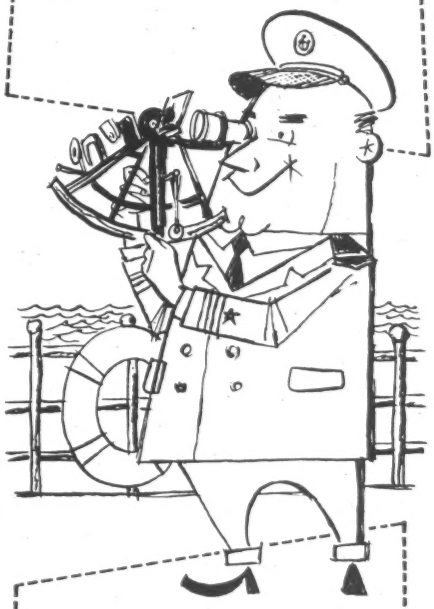
TRADE ASSOCIATIONS

Academy of Television Arts & Sciences .....(E) Room 2318

NAB Convention Offices
Convention Manager ..... Room 1339
Everett E. Revercomb, Sec.-Treas.
Engineering Conference .... *Washington Room*
A. Prose Walker, Manager
Convention Exhibits ..... Room 1339
George E. Gayou, Exhibit Manager
Registration Desk ..... Galeria Floor
William Walker, Asst. Treas.
Convention News ..... Galeria Room
Donald N. Martin, Asst. to the President for Public Relations
Program Coordinator ..... Room 1356
Howard H. Bell, Asst. to the President for Joint Affairs

NAB Staff Offices
Radio ..... Room 1358
John F. Meagher, Vice President
Television ..... Room 1361
Thad H. Brown Jr., Vice President
Employer-Employe Relations ..... Room 1337
Charles H. Tower, Manager
Government Relations ..... Room 1356
Vincent T. Wasilewski, Manager
Legal ..... Room 1356
Douglas A. Anello, Chief Attorney
Organizational Services and APBE .. Room 1337
Frederick H. Garrigus, Manager
Research ..... Room 1338
Richard M. Allerton, Manager
Station Relations ..... Galeria Floor
William Carlisle, Manager
Television Code Affairs ..... Room 1338
Edward H. Bronson, Director

use
CHANNEL 4-SIGHT

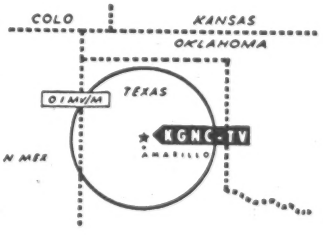


You don't have to know how to use a sextant to get your bearings. You're always headed in the right direction on the Golden Spread when you use Channel 4-Sight.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw

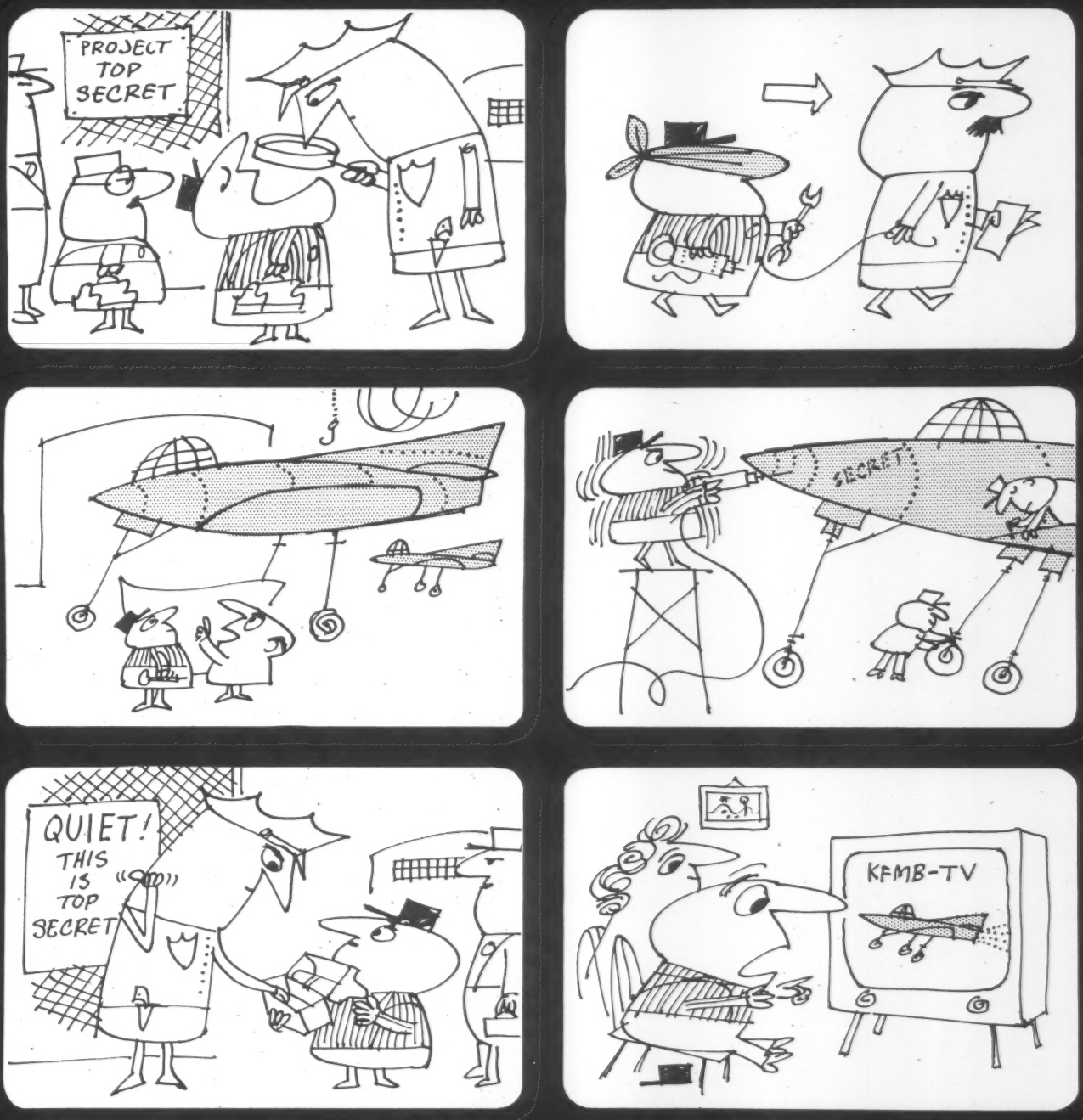
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

Everybody sees it first on Channel 8 in San Diego



It's no secret that KFMB-TV news programs reach more people than any other local television program of any kind.

This Day 1958, Monday, is the second highest rated program in the San Diego market. * 41.7 — outrated only by Gunsmoke's 41.8.

Three of the five This Day 1958 programs (Monday through Friday, 7:30-8:00 P.M.) were in the top ten programs in the San Diego market! San Diego knows it is first and best when it is on Channel 8 news programs.

° *Neilson station index report, February 1958*

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia-Wilmington
5. Detroit
6. Boston-Manchester
7. San Francisco-Stockton
8. Pittsburgh-Johnstown-Steubenville
9. Cleveland
10. New Haven
11. St. Louis
12. Washington
13. Providence
14. Indianapolis-Bloomington
15. Minneapolis-St. Paul
16. Baltimore
17. Kalamazoo-Grand Rapids
18. Cincinnati
19. Dallas-Fort Worth
20. Atlanta
21. CHARLOTTE

Compare all major national television markets!

The Charlotte-WBTV Television Market ranks *twenty-one* in the nation.

Television Magazine proves that a market is "people delivered"... not geographical outlines... and credits WBTV's 71-county coverage area with 602,361 sets... *twenty-one* in the nation.

Compare all national television markets! Then call CBS Television Spot Sales for complete facts on the nation's *twenty-one* market.

AMERICA'S 21 MARKET

WBTV

CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 17 APRIL 28, 1958

'LAST OF ITS KIND' UNDERWAY IN L.A.

- **NAB's 36th convention spread over California landscape**
- **Limited attendance, exhibits in prospect for next year**

NAB's 36th convention, billed as the last of the big, industrywide meetings, sprouted all over the Greater Los Angeles landscape at the weekend.

Attendance promises to approach all-time NAB records despite the West Coast locale, advance registrations indicating over 2,000 will formally sign up at the registration desk. Another thousand or more unregistered conventioneers will be around the two headquarters hotels, Biltmore and Statler.

The 1958 convention is a huge project—too huge for the Los Angeles facilities.

Next year's convention will be more exclusive—the NAB board voted last January to confine it to top ownership-management delegates. Film, program and non-equipment manufacturers will be squeezed out, as will broadcasters below the top executive echelon.

The board would bar most of the exhibitors who this week are installed on the second floor of the Biltmore Hotel, where showmanship and salesmanship abound in dozens of plush suites.

A question on every delegate's lips this week will be: "Should the convention be sliced down to top-brass size?"

Before the week is over there may be solid expressions of industry sentiment. Should opposition develop, the NAB board will have a chance to reconsider the subject next June 20 at a Washington meeting.

Some film and service exhibitors are quietly unhappy about the new convention format. They question the board's action in confining them to the annual autumn tour of eight regional meetings, fondly known as the "flea circus."

The veteran conventioneer of them all, William S. Hedges, NBC vice president-general services, doesn't go along with the cutback idea, contending everybody who does business with the industry should have a chance to attend (see interview, page 56).

In its January action the board argued the convention is getting too bulky and should be limited to high policy matters, leaving operating problems to the autumn sessions where station department heads could benefit.

The scattered Los Angeles facilities have posed tough planning problems for the convention staff—Everett E. Revercomb, NAB secretary-treasurer and convention manager; Howard H. Bell, assistant to the president for joint affairs and convention program coordinator, and William Walker, assistant treasurer in charge of registrations. Just 10 days before the convention they lost the main meeting room, Biltmore Theatre, but came up with a substitute, Embassy Auditorium.

They fought their way through a record advance registration and seemed to have a hotel room for everyone even if it was 10 miles out.

Mr. Revercomb said registration late last week totaled 1,600 of which 300 were engineering. Final registration at the 1957 convention in Chicago was 2,358—1,781 management, 577 engineering.

The next two conventions will be at the Conrad Hilton Hotel in Chicago. Largest in the world, this huge plant can accommodate the programs and exhibits under one roof—even under the present format.

At Los Angeles the convention exhibits are scattered around the Biltmore and Statler, six blocks apart. Official meetings and dinners are at the Statler, Biltmore, Embassy Auditorium and Palladium. Unofficial affairs are distributed around Hollywood and out to Burbank and Disneyland.

A high spot comes on the final day when an all-industry meeting will be held by radio broadcasters to prepare for the expiration of ASCAP contracts next Dec. 31. Member and nonmember delegates are expected to set up an all-industry negotiating committee (see ASCAP story, page 64).

Sunday, April 27, was set up as side-meeting day. Official meetings start Monday morning. The Engineering Conference opens at 9 at the Statler. Film, fm, labor and wage-hour sessions are scheduled.

Tuesday marks the formal convention opening as Dr. Frank Stanton, president of CBS Inc., delivers the keynote address. The speeches of FCC Chairman John C. Doerfer and Marion Harper Jr., McCann-Erickson president, are Tuesday high spots. Members of the FCC take part in a Wednesday morning roundtable. President Harold E. Fellows addresses the Wednesday luncheon. The banquet will be held that night at the Palladium.

Management and engineering sessions close early Thursday afternoon. The two groups meet jointly Tuesday morning for the keynote speech and Chairman Doerfer, and again for the Wednesday FCC roundtable.

THIS WEEK IN LOS ANGELES

The 36th annual NAB convention got underway over the past weekend in Los Angeles. Here's the last minute report on what will take place there.

"WHERE TO FIND IT" DIRECTORY ..... Page 42
AERIAL VIEW OF CONVENTION ..... Page 52
OFFICIAL, UNOFFICIAL AGENDAS ..... Page 54
ONE MAN WHO'S SEEN 'EM ALL ..... Page 56
THEY'LL BE TALKING ASCAP ..... Page 64

1 Official meetings of the NAB convention this week will be held in three downtown Los Angeles hotels, indicated by arrows in picture above. Shuttle buses will operate among the Biltmore (left), the Embassy (center) and the Statler (right). Athletic delegates could walk from one hotel to another (roughly a half-mile). Cab fare between any two of the hotels is 70 cents.

A COMMUTERS' CONVENTION

Los Angeles is a city of wide, if not open, spaces. Natives think nothing of driving 20 miles to pay a neighborly call.

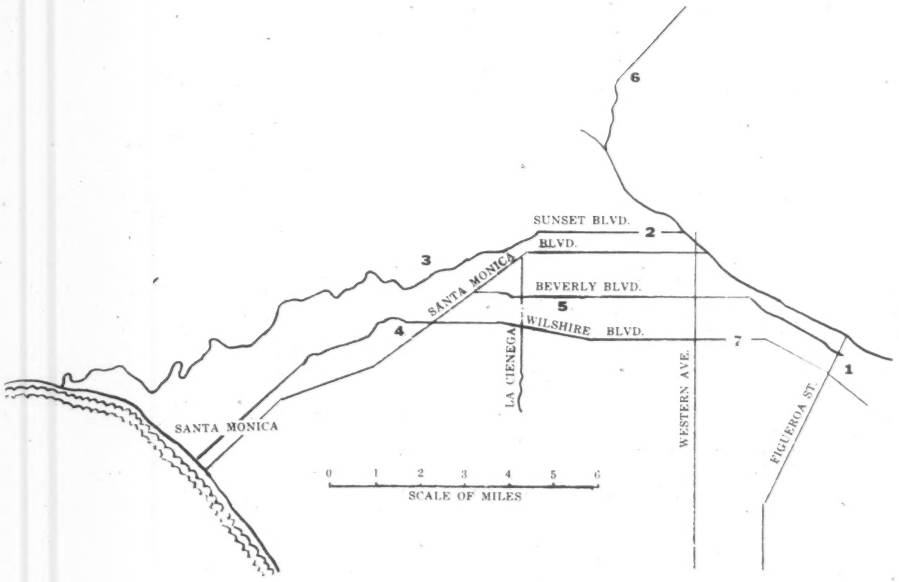
Delegates to the NAB convention will only begin their travel when they reach their hotel. Not counting one jaunt to Disneyland for delegates' wives (30 miles each way), convention events will be spread over an area of roughly 100 square miles.

Official events will be in three downtown hotels (Biltmore, Embassy and Statler) and exhibits in two of them (Biltmore and Statler). These hotels are only half-a-mile apart, or next door to one another by Los Angeles standards.

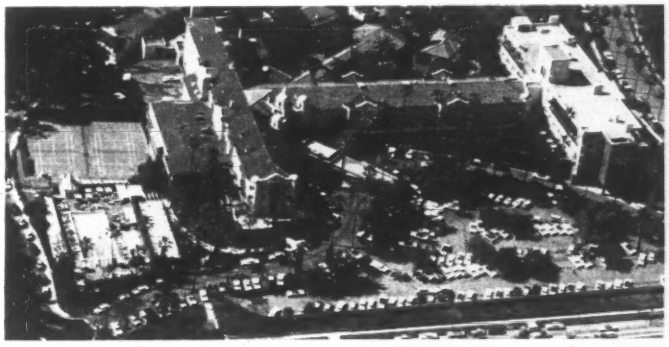
It's the unofficial events that will bring out the rover in the boys at the NAB. For a few of those affairs, buses will be provided. For most, the delegates will be at the mercy of Los Angeles taxicabs.

The map at right gives a rough idea of the location of convention events. Not shown are the better restaurants which are just as widely dispersed.

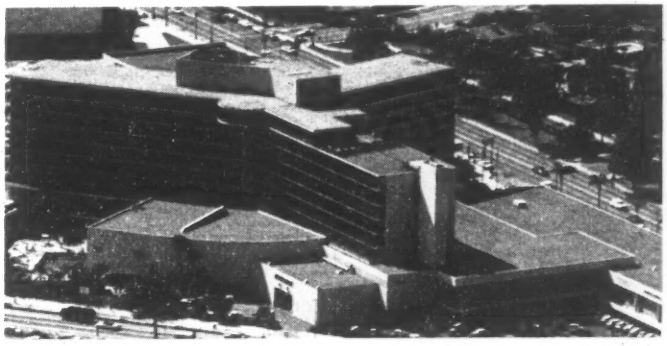
Cab fares quoted here are the estimates of the Yellow Cab Co. Tips are extra. Fares may be cut by group riding. The cost is the same, no matter how many passengers.



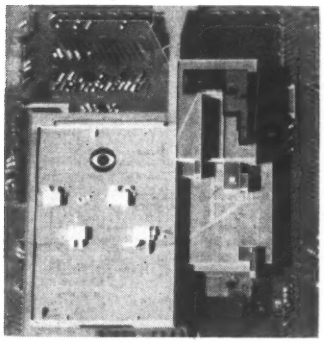
2 The Palladium (left arrow) will be scene of Wednesday night NAB banquet. The Moulin Rouge (right arrow) will be site of Wednesday *Queen for a Day* luncheon for convention wives. Cab fare from Biltmore: $2.50.



3 ABC-TV primary affiliates met last Friday at the Beverly Hills hotel, and some NAB convention delegates have chosen to stay there instead of at less posh but nearer inns. Cab fare from Biltmore: $3.50.



4 The Beverly Hilton will draw three big events, BMI dinner for the NAB board and other key delegates on Sunday, film distributors' cocktail party Monday, wives' fashion luncheon Tuesday. Cab fare from Biltmore: $3.60.



5 There'll be cocktail party for CBS affiliates at CBS Television City Monday. Cab fare from Biltmore: $2.70.

6 NBC will shuttle affiliates to see Burbank studios. Those going by cab will pay $4 from Biltmore.

7 NBC will hold affiliates dinner Monday at Ambassador (arrow top left; cab $1.60), and there'll be hospitality suites at Town House (bottom arrow; cab $1.50) and Chapman Park (arrow top right; cab $1.70).

Easiest way to get around Los Angeles is by helicopter, which is how BROADCASTING took these pictures. Helicopters come higher than cabs ($80-$100 an hour). Photographer was Doug Mitchell of Sid Avery & Assoc.; pilot was Max Shumacher of KABC Airwatch.

ON TAP IN LOS ANGELES

Official agenda events and unofficial sessions

Sunday, April 27

7 a.m.-7 p.m. **REGISTRATION:** Galeria, Biltmore.

9 a.m.-9 p.m. **ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION:** Membership meeting, Conference Room 1, Biltmore.

10 a.m. **KABC-TV LOS ANGELES:** Timebuyers tour.

10 a.m.-12:30 p.m. **ASSN. OF MAXIMUM SERVICE TELECASTERS:** Membership meeting, Music Room, Biltmore.

10 a.m.-2 p.m. **BROADCAST MUSIC INC.:** Board meeting and luncheon, Cleveland and Mission Rooms, Statler.

Noon-7 p.m. **EXHIBITS:** Biltmore, Statler.

12:30 p.m. **ASSN. OF MAXIMUM SERVICE TELECASTERS:** Board of Directors, Conference Room 4, Biltmore.

1:30 p.m.-4:30 p.m. **FM DEVELOPMENT ASSN:** Buffalo Room, Statler.

2 p.m. **ABC-TV AFFILIATES:** Membership meeting, Sierra Room, Statler.

2 p.m.-5 p.m. **COMMITTEE FOR COMPETITIVE TELEVISION:** Membership meeting, Detroit Room, Statler.

3 p.m.-6 p.m. **MUTUAL BROADCASTING SYSTEM:** Affiliates meeting-reception, Conference Rooms 2, 3, 4, Biltmore.

3:30 p.m. **CLEAR CHANNEL BROADCASTING SERVICE:** Conference Room 5, Biltmore.

3:30 p.m.-5 p.m. **DAYTIME BROADCASTERS ASSN.:** Meeting, Conference Room 8, Biltmore.

5 p.m.-8 p.m. **WESTINGHOUSE BROADCASTING:** Reception, Golden State Room, Statler.

6:30 p.m. **BMI COCKTAIL PARTY.** *7:30 p.m.* **BMI DINNER:** Both Beverly Hilton.

7:30 p.m. **VIP DINNER:** Chasen's Restaurant.

Monday, April 28

7 a.m.-7 p.m. **REGISTRATION:** Galeria, Biltmore.

8 a.m.-9:30 a.m. **QUALITY RADIO GROUP:** Breakfast, Conference Room 7, Biltmore.

8:30 a.m.-3 p.m. **BROADCASTING GOLF TOURNAMENT:** Los Coyotes Country Club.

9 a.m.-11:45 a.m. **ENGINEERING PAPERS:** Golden State Room, Statler.

Presiding: George Hixenbaugh, chief engineer, WMT Cedar Rapids, Iowa; *opening remarks:* Raymond F. Guy, NBC.

9 a.m.-7 p.m. **EXHIBITS:** Biltmore, Statler.

9:30 a.m.-11:45 a.m. **TELEVISION MANAGEMENT FILM SESSION:** Pacific Ballroom, Statler.

Presiding: Joseph L. Floyd, KELO-TV Sioux Falls, S. D.

Syndicated film panel: Milton A. Gordon, president, Television Programs of America; George T. Shupert, president, ABC Film Syndication; Frederick S. Houwink, WMAL-TV Washington; A. James Ebel, KOLN-TV Lincoln, Neb.

Feature film panel: Oliver A. Unger, president, National Telefilm Assoc.; Richard A. Harper, general sales manager, MGM-TV; Lee Ruwitch, WTVJ (TV) Miami; Dwight W. Martin, WAFB-TV Baton Rouge.

10 a.m.-noon **"FORWARD MOVING FM":** Music Room, Biltmore.

Participants: Ben Strouse, WWDC-FM Washington; Charles King, MBS; Horace Fitzpatrick, WSLS-FM Roanoke, Va.; Guy Harris, KDKA-FM Pittsburgh; Joseph T. Connolly, WCAU-FM Philadelphia; Theodore Jones, WCRB Waltham, Mass.; Jack Kiefer, KMLA Los Angeles; Harold Tanner, WLDM Oak Park, Mich.; John M. Ross, Ross-Reisman Co.; John F. Meagher, NAB.

Subjects: Twelve Months of Fm Progress; Availability of Fm Transmitters and Receivers; What We are Doing With Fm, and Why; Are You Missing the Boat on Am-Fm Stereo?; Fm Sales Techniques.

10 a.m.-3:30 p.m. **DISNEYLAND TOUR.**

10 a.m.-5 p.m. **TV CODE BOARD:** Conference Room 5, Biltmore.

11 a.m. **PRESS CONFERENCE AND LUNCHEON, NBC TAPE CENTRAL:** NBC Studios, Burbank.

Noon **TELEVISION PIONEERS:** Barbecue luncheon, Biltmore Bowl.

Noon **ENGINEERING RECEPTION:** Sierra Room, Statler.

12:30 p.m. **ENGINEERING LUNCHEON:** Pacific Ballroom, Statler.

Presiding: William B. Lodge, v.p.-station relations and engineering, CBS-TV; *Invocation:* Rabbi Ernest R. Trattner, Westwood Temple, Los Angeles.

Address: Harold E. Fellows, president and board chairman, NAB.

2 p.m.-4 p.m. **LABOR CLINIC:** Sierra Room, Statler.

Presiding: Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill.; *Discussion leader:* Charles H. Tower, NAB.

Staff presentations and broadcaster case histories on technological change and collective bargaining, multi-employer bargaining, and developments in broadcasting labor relations.

2:30 p.m.-5 p.m. **ENGINEERING PAPERS:** Golden State Room, Statler.

Presiding: Edward Benham, chief engineer, KTTV (TV) Los Angeles; *session coordinator:* James D. Russell, president-general manager, KKTV (TV) Colorado Springs.

4 p.m.-5 p.m. **WAGE-HOUR SEMINAR:** Sierra Room, Statler.

Question and answer session on broadcasters' wage-hour problems conducted by the NAB Employer-Employe Relations Department staff.

4 p.m. **CBS-TV TEA PARTY:** Affiliates' ladies. *5:30 p.m.* **CBS-TV COCKTAIL PARTY:** Affiliates. Both Television City.

5:30 p.m. **FILM DISTRIBUTORS RECEPTION:** Beverly Hilton.

7 p.m. **NBC DINNER:** Cocoanut Grove, Ambassador.

Tuesday, April 29

7 a.m.-7 p.m. **REGISTRATION:** Biltmore.

8 a.m.-9:30 a.m. **TV STATIONS INC.:** Breakfast, Music Room, Biltmore.

9 a.m.-7 p.m. **EXHIBITS:** Biltmore, Statler.

9:45 a.m.-noon **JOINT SESSION** (Management and Engineering Conferences): Embassy Auditorium.

Presiding: J. Frank Jarman, co-chairman, 1958 Convention Committee; *Invocation:* Rev. J. Richard Sneed, First Methodist Church, Los Angeles; *Presentation of the Colors:* The Post Color Guard, Fort MacArthur, Calif.; *The National Anthem:* John Raitt; *Music:* Sixth U.S. Army Pipe Band, the Presidio of San Francisco, Calif.

Welcome: Norris Poulson, mayor of Los Angeles.

Keynote address: Dr. Frank Stanton, president, CBS Inc.

Presentation of Keynote Award: Harold E. Fellows, president-chairman of the board, NAB.

Address: John C. Doerfer, chairman, FCC.

Noon **FASHION LUNCHEON:** Beverly Hilton.

12:30 p.m. **LUNCHEON** (Management Conference): Biltmore Bowl.

Presiding: W. D. (Dub) Rogers Jr., co-chairman, 1958 Convention Committee; *Invocation:* Rabbi Edgar F. Magnin, Wilshire Boulevard Temple, Los Angeles.

Address: Marion Harper Jr., president, McCann-Erickson.

Special feature: David Hardacre, national co-winner, 11th annual Voice of Democracy contest.

2:30 p.m.-4 p.m. **TELEVISION MANAGEMENT CONFERENCE:** Music Room, Biltmore.

Presiding: Thad H. Brown Jr., vice president for television, NAB; *Welcome:* John E. Fetzer, WKZO-TV Kalamazoo, Mich.

The Public and Your NAB (film presentation)—"A Welcome Guest in the House."

Television Code: Remarks: William B. Quarton, WMT-TV Cedar Rapids, Iowa; *Presentation:* Edward H. Bronson, director, Television Code Affairs, NAB.

2:30 p.m.-5 p.m. **RADIO MANAGEMENT CONFERENCE:** Pacific Ballroom, Statler.

Presiding: John F. Meagher, vice president for radio, NAB.

Opening remarks: F. Merrill Lindsay Jr., WSOY-AM-FM Decatur, Ill.

This Business of Radio—Inventory, 1958: F. C. Sowell, WLAC Nashville; Frank M. Headley, president, Station Representatives Assn.; Matthew J. Culligan, vice president in charge of NBC Radio.

Radio's Role in National Defense: Moderator: Vincent T. Wasilewski, NAB government relations manager; Robert E. Lee, FCC; John J. McLaughlin, administrative assistant to the Secretary of the Air Force; W. H. Duplantis, assistant administrator of communications, Federal Civil Defense Admin.; Norman A. Matson, chief, Emergency Warning Section, U. S. Weather Bureau; Kenneth W. Miller, U. S. Supervisor, Conelrad; A. Prose Walker, NAB.

2:30 p.m.-5:30 p.m. **ENGINEERING PAPERS:** Golden State Room, Statler.

Presiding: E. C. Frase Jr., chief engineer, WMC-WMCT (TV) Memphis, Tenn.; *session coordinator:* Max Bice, chief engineer, KTNT-TV Tacoma, Wash.

4 p.m.-5 p.m. **TELEVISION BUSINESS SESSION:** Renaissance Room, Biltmore. Television Board elections.
Presiding: Judge Justin Miller.

5:30 p.m.-7 p.m. **SOUTHERN CALIFORNIA BROADCASTERS ASSN.:** Reception, Pacific Ballroom, Statler.

7 p.m. **BROADCAST PIONEERS:** Banquet, Golden State Room, Statler.

Wednesday, April 30

8 a.m.-9:15 a.m. **SMALL TELEVISION MARKETS COMMITTEE (of CBS-TV Affiliates Assn.):** Breakfast, Music Room, Biltmore.

9 a.m.-5 p.m. **REGISTRATION:** Biltmore.

9 a.m.-7 p.m. **EXHIBITS:** Biltmore, Statler.

9:30 a.m.-noon **JOINT SESSION** (Management and Engineering Conferences): Embassy Auditorium.

Presiding: W. D. (Dub) Rogers Jr., co-chairman, 1958 Convention Committee.

Public relations presentation: John M. Outler Jr., WSB-AM-TV Atlanta.

FCC Panel: John C. Doerfer, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford. *Moderator:* Harold E. Fellows.

Noon **QUEEN FOR A DAY:** Luncheon and broadcast, Moulin Rouge Restaurant.

12:30 p.m. **ENGINEERING LUNCHEON:** Pacific Ballroom, Statler.

Presiding: A. Prose Walker, manager of engineering, NAB; *invocation:* Monsignor Anthony J. Brouwers, director, Propagation of the Faith, Archdiocese of Los Angeles.

Address: Mr. Fellows, president, NAB.

12:30 p.m. **LUNCHEON** (Management Conference): Biltmore Bowl.

Presiding: J. Frank Jarman, co-chairman, 1958 Convention Committee; *Invocation:* His Eminence James Francis A. Cardinal McIntyre, Archbishop of Los Angeles.

Address: Mr. Fellows, president, NAB.

Special Feature: Edwin W. Ebel, chairman, radio-tv committee, The Advertising Council.

2:30 p.m.-5 p.m. **ENGINEERING PAPERS:** Golden State Room, Statler.

Presiding: J. Barry Watkinson, v.p.-director of engineering, Cascade Bcstg., Yakima, Wash.; *session coordinator:* J. G. Leitch, v.p. of engineering, WCAU Philadelphia.

2:30 p.m.-5 p.m. **RADIO MANAGEMENT CONFERENCE:** Embassy Auditorium.

Presiding: Mr. Meagher.

Good Practices Are Good Business: Worth Kramer, WJR Detroit.

Your Future Is Sound: Kevin B. Sweeney, president, RAB; John F. Hardesty, vice president, RAB.

Measuring the Radio Audience (Panel): *Moderator:* E. K. Hartenbower, KCMO Kansas City; *Panelists:* Edward G. Hynes Jr., Trendex Inc.; George Blechta, A. C. Nielsen; Dr. Sidney Roslow, The Pulse; Frank Stisser, C. E. Hooper.

2:30 p.m.-5 p.m. **TELEVISION MANAGEMENT CONFERENCE:** Sierra Room, Statler.

Presiding: Mr. Brown.

When Is the Sale Completed? The Functions of Station Sales Promotion and Merchandising: Panelists: John C. Cohan, KSBW-TV Salinas, Calif.; Raymond W. Welpott, WKY-TV Oklahoma City; Arthur Schofield, Storer Broadcasting.

Patterns of Profit—Eight Years of Operation In a Typical Market: Charles H. Tower, NAB.

What Can Automation Do For My Station?: Presiding: Harold P. See, KRON-TV San Francisco; *Panelists:* W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Edgar B. Stern Jr., WDSU-TV New Orleans; A. Prose Walker, NAB.

3 p.m. **AMPEX-GE DEMONSTRATION AND RECEPTION:** Ampex color videotape and GE color tv cameras, Garden and Wilshire Rooms, Statler; reception, Foy and St. Louis Rooms, Statler.

7:30 p.m. **ANNUAL CONVENTION BANQUET:** Palladium.

Thursday, May 1

9 a.m.-noon **ENGINEERING PAPERS:** Golden State Room, Statler.
Presiding: Lester Learned, director of engineering, MBS; *session coordinator:* Frank Marx, vice president, ABC.

9 a.m.-5 p.m. **REGISTRATION:** Biltmore.

9 a.m.-2 p.m. **EXHIBITS:** Biltmore, Statler.

10 a.m.-11 a.m. **TELEVISION MANAGEMENT CONFERENCE:** Music Room, Biltmore.
Presiding: Mr. Brown.

Comments on Color: Panelists: Clair R. McCollough, WGAL-TV Lancaster, Pa.; Owen W. Saddler, KMTV (TV) Omaha, Neb.; Robert D. Swezey, WDSU-TV New Orleans.

10 a.m.-Noon **RADIO MANAGEMENT CONFERENCE:** Pacific Ballroom, Statler.

All-Industry Radio Music License Conference: *Chairman Pro Tem:* Robert T. Mason, WMRN Marion, Ohio.

11:15 a.m.-noon **TvB PRESENTATION:** Biltmore Theatre.
"E-Motion"—Norman (Pete) Cash, George Huntington, Howard Abrahams, Walter McNiff, William B. Colvin, all of TvB.

12:30 p.m. **ENGINEERING LUNCHEON IN HONOR OF DR. LEE DE FOREST:** Pacific Ballroom, Statler.

Presiding: Raymond F. Guy, NBC; *invocation:* Dr. William H. D. Hornaday, Church of Religious Science, Los Angeles.

Address: Adm. Charles F. Horne, v.p., Convair; *subject:* "Guided Missile Programs—the Less Glamorous Ones."

Address: C. N. Hoyler, manager of technical relations, David Sarnoff Research Center, Princeton, N. J.; *subject:* "New Adventures in Electronics."

12:30 p.m. **MANAGEMENT LUNCHEON:** Biltmore Bowl.
Presiding: Mr. Fellows; *Invocation:* Dr. Clair B. Gahagen, First Presbyterian Church of Hollywood.

Salute to Dinah Shore.

Presentation to industry: Norman Hagen, public information coordinator, U. S. Weather Bureau.

ANNUAL BUSINESS MEETING

ADJOURNMENT

Lone 35-convention survivor tells why he went to them

Q *Mr. Hedges, I believe that you have been to all NAB conventions since the first one, haven't you?*

A That's right, including the founders' meeting.

Q *When was that?*

A 1923.

Q *Where?*

A In Chicago.

Q *How many stations were there then?*

A There were a few more than 500 stations, most of them with less than 1 kw.

Q *How many belonged to the association?*

A After about a year and a half I think we got up to the magnificent total of 50 dues-paying members.

Q *You must have had pretty small conventions?*

A They were small conventions but they were hard-working conventions. We had our first convention in New York City at the Astor. The reason we had it in New York was because of the annual radio show held at Grand Central Palace. We thought we would have a good attendance as a result, and we did. We had about 40, maybe 50 people. The conventions continued to grow in size year by year.

One of the real builders of the organization in the early days was Paul W. Morency, now president of Travelers Broadcasting Service of Hartford, Conn., who had been hired as a field representative of NAB. He brought in many new members but his employment at NAB soon came to an end when he was hired as manager of WTIC where he has been ever since.

Q *Weren't you president of NAB at one time?*

A Yes. I was elected president in 1928 and re-elected in 1929.

Q *You say that the first conventions were hard-working conventions. What were your big problems in those days?*

A Well, the biggest problem that we had, as a matter of fact the catalytic agent, if you want to call it that, for the formation of the organization was the demand of ASCAP for license fees which seemed burdensome to an industry operating in the red.

Q *Things don't change much. I believe ASCAP is on the agenda for this year, isn't it?*

A ASCAP will always be on the agenda.

Q *How many days did the convention last in those days?*

A Three or four days. The problems of copyrighted music were of primary importance from the very beginning. Of course an eventual solution of those problems came about, in a degree at least, by the establishment of a fixed percentage of the gross of each station's time sales. We were able to live under that. We then became more concerned with programming matters, with commercial practices, and with standards of ethics. It was in 1928 that we adopted a code of ethics.

Q *I was wondering—in what way are the conventions now like those earlier ones, and in what ways do they differ?*

A Well, just as an example, in the early days we were all concerned with the basic problems of engineering. Engineering has advanced tremendously to a point where very few laymen really understand its fine points, and I dare say that is the reason why the engineering conferences have become separate and distinct from other convention sessions. The broadcasters were interested in all phases of their business, including programming, accounting systems, standards of advertising practice, and so the sessions were better attended than they are now—that is, a higher percentage of those registered attended in those early days than do now. Of course the conventions have always been a common meeting ground for old friends and also provide an opportunity to transact a little business with those servicing the industry. Station representatives, for instance, have an opportunity to see broadcasters for whom they sell time and possibly to expand their station lists. Network station relations find the conventions a fine meeting place for affiliates.

We have been concerned with our convention procedures from time to time. For example, it was not uncommon for broadcasters to show up with a pocketful of proxies and attempt to run the show. In 1933 at our convention at White Sulphur Springs this practice was outlawed. Only a short time before proxies were used at directors meetings with the result that we seemed to have

William S. Hedges, NBC vice president in charge of general services, backed into radio in 1922, when he was a reporter on the Chicago Daily News. *It fell to him to start a radio section—his editor handed him the assignment saying "This ought not to take up very much time. Besides, it may not last very long. It may be just another fad like mah-jongg."*

By ten days later he decided the News *shouldn't spend so much time and money on someone else's radio, and persuaded the management to buy its own. Thus, for $15,000, was born what is now WMAQ Chicago (it began as WGU).*

Mr. Hedges began his NBC association when that company bought WMAQ in 1931. Late that year NBC sent him to Pittsburgh to run KDKA, which it then operated under lease. After a year there he went to New York to set up the NBC owned and operated stations division, and remained until the end of 1936. In 1937 he joined Crosley Radio Corp. as vice president in charge of WLW and WSAI Cincinnati. After 10 months he rejoined NBC as vice president in charge of station relations, and, as he puts it, has been "several kinds of a vice president since."

Proof Again of WXEX-TV DOMINANCE!

Here's what the March, 1958 ARB Metropolitan Report for Richmond shows:

1 **Sign-on to sign-off— Sunday thru Saturday— WXEX-TV has more ¼-hr. FIRSTS than any other Richmond area TV station***

2 **7 P.M. to sign-off— Sunday thru Saturday— WXEX-TV rates FIRST in 46.7% of all ¼-hours. Station B—27.3%. Station C—26%.**

*When at least two stations are on the air. Excludes children's hours of 5 to 7 P.M. Monday through Friday.

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice-Pres.

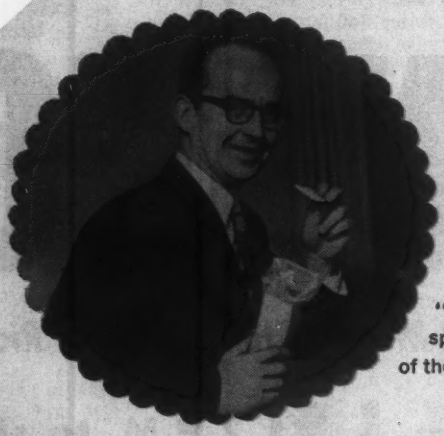
National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

Interview: Ted Kelly

McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO

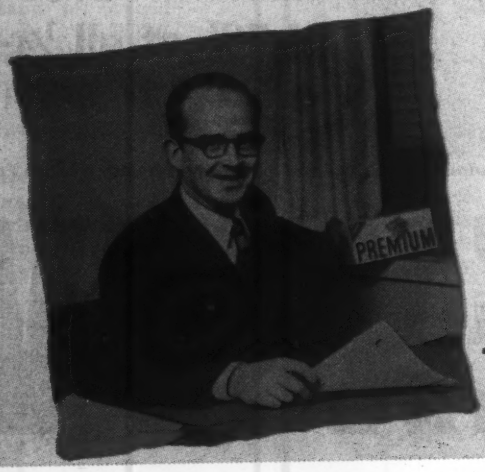
NABISCO

"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."



"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point-of-sale all over the area."



"Such service is Premium quality... real Premium quality!"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati · WLW-C Television Columbus · WLW-D Television Dayton · WLW-A Television Atlanta · WLW-I Television Indianapolis

WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

HEDGES INTERVIEW CONTINUED

a room full of lawyers at every board meeting. I have nothing against lawyers as such, but I do believe directors who are elected to serve should be present in person or otherwise not represented.

I am sorry to learn of a movement to curtail representation at the convention and make conventions a very select group. Just because they've gotten big is no reason why they should be unwieldy. It's just a matter of organization, it seems to me. IRE, for instance, always has had tremendous conventions. They are well organized; they are well planned; well thought out, and bigness has not hurt them in the slightest degree. In fact, it has enhanced their importance tremendously.

Q *Do you think the film companies should go to the conventions?*

A I think that everybody should be allowed to go to the conventions who has a business which serves the industry.

Q *Perhaps the business that is conducted outside the formal meetings is just as important, if not more important, than some of the things that are on the agenda.*

A I think many broadcasters have found that to be true.

Q *Is that a function of conventions or is that because of poor planning of the convention program?*

A That's a difficult question to answer the way you put it. I think some of the conventions of recent years have been exceedingly well planned, and I think that a great many broadcasters have lost out because they haven't attended more of the sessions.

Q *Is there any one locale that seems more conducive for that type of convention than another?*

A I think Chicago is probably the best place for a convention for a good many reasons: one is that hotel facilities are adequate to take care of a larger number of people; it is centrally located in the United States; it has perhaps a little less diversion than New York City (although I daresay some of the boys can find diversion in any community). Los Angeles always seems to be a little too remote, but it's a good thing, I think, for conventions to be held in various parts of the nation from time to time.

Q *Did you always find that you came back with a plus for having gone?*

A I am confident of it.

Q *Is there anyone else who has attended all of them?*

A No. Of course I offer my attendance at these conventions not as a proof of any intellectual attainment, but mere stamina.

Q *Do you remember who the founders were?*

A I can recall some of them. Thorne Donnelly and Eliot Jenkins of WDAP Chicago were among the founders.

Q *Where are they now?*

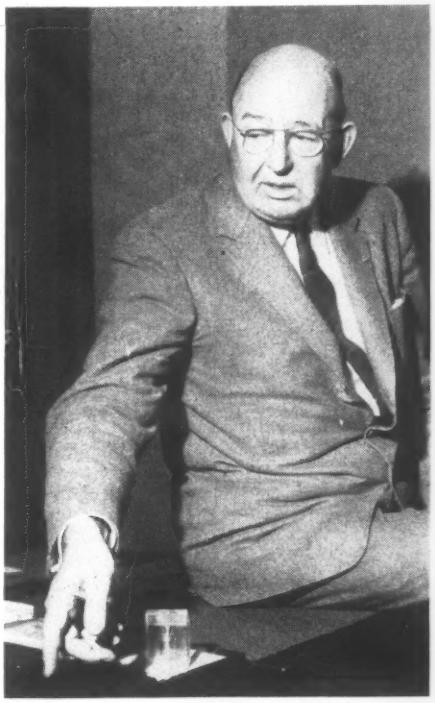
A Thorne Donnelly is head of the Lakeside Press in Chicago. They publish all the telephone books, and I think their plant turns out a large part of *Life* and *Time* magazines. Eliot Jenkins is dead. John Shepherd of the Yankee network; he's dead. Gene McDonald, far from dead; he's president of the Zenith Radio Corp., and although not a broadcaster, he's still very active in the radio and television business.

Q *But he was a broadcaster then.*

A He was a broadcaster then. He owned WJAZ in Chicago. Frank Elliot of WOC Davenport—I believe he is retired and living in Denver. He been out of the broadcasting business for quite a number of years.

Q *How many were there, Bill?*

A About 12. Others included among the founding stations were WGR Buffalo; WLW Cincinnati; the Capper station at Topeka, Kan.; Charley Erbstein's WTAS of Chicago; WEAB Ft. Dodge, Iowa; WJAN Peoria, Ill., and WGI Medford Hillside, Mass. Another was WPAD, owned by the Weiboldt Department Store of Chicago. I can't recall who the individuals were who represented those stations.



'I think that everybody should be allowed to go to conventions who has a business which serves the industry.'

Q *What do you expect to be the biggest problem or subject at this convention—the economic situation?*

A I think that is the most important one for us to confront. You see, I look on broadcasting not only as a great social force but also as a tremendous commercial force. I think the fact that the United States has a gross national product of over $400 billion a year is due in no small respect to the fact that broadcasting has helped move goods and merchandise and has helped to establish a higher standard of living; has helped to create appetites and demands for goods, and that it has been responsible for furnishing hundreds of thousands, if not millions, of jobs for people throughout the U. S. because of the tremendous lift it has given the economy of the nation. That is why I feel that we have really a tremendously important industry and we have corresponding, tremendously large responsibilities.

Q *A little while ago you were saying that it was not a good idea to restrict attendance as apparently they are going to do. Do you think that will seriously hamper the value of the conventions?*

A Oh, yes, I think so. If you are going to limit convention attendance to the owners and to the officers of the owning corporations you are going to have poor attendance. So many good things come out of a convention through the lower echelon which find their way up to the top.

Q *Do you think that whatever loss there is in the convention itself will be made up in the district regional meetings?*

A No, I don't believe the regional meetings will supplant the conventions. As a matter of fact, a good many broadcasters are going to feel that if they don't rate going to the NAB convention they don't need to take in a secondary side show.

Q *Would you eliminate the regional meetings?*

A Not at all . . . I think they serve a very useful purpose.

Q *In what respect?*

A Particularly in the discussion of problems which have a regional significance. The problems of the southeastern part of the United States are somewhat different in many respects from the problems in the Northeast. It is well to get together and talk those things over.

Q *Do you plan to attend the 1959 convention?*

A I do, yes.

Q *That will be limited to about how many people?*

A I don't know. However, I think I'll probably be eligible.

Q *Do you think the exhibits have become unwieldy now, that they are too big and difficult to house?*

A There is no question about their being difficult to house, but I think they are a very important adjunct to the convention. A good many broadcasters, particularly those who haven't been in the business very long, find it quite stimulating to go to these exhibits such as they have had in the exhibit floor of the Conrad Hilton Hotel in Chicago. The means of comparison are so much better, and it's really the only opportunity a man has to make direct comparison among some of the products.

Q *Either confirming that what he had is better, or that there's something new he should get?*

A Perhaps. The exhibits, as I understand it, have been paying enough money for their space in order to make it no financial burden upon NAB. I'm just afraid the NAB is going to be charged with going high hat, and I don't think that

TWO-GET

A TRIANGLE STATION

WNHC-TV

BLAIR-TV

Sources: Television Magazine, February 1957 / ARB, Hartford-New Haven Total Area, November 13-19, 1957.

HERNESS

With our appointment (May 1) as national sales representatives for WNHC-TV, Hartford-New Haven, we now represent all of the fine Triangle Television Stations:

BLAIR-TV

WFIL-TV, Philadelphia
WNHC-TV, Hartford-New Haven
WNBF-TV, Binghamton
WFBG-TV, Altoona-Johnstown

BLAIR-TV Associates

WLBR-TV, Lebanon-Lancaster

WNHC-TV, the ONLY station covering a vast area of 893,640 TV homes . . . the entire state of Connecticut PLUS portions of Massachusetts and Long Island. WNHC-TV, delivering 60.4% MORE audience than next station in latest ARB total area study.

Television's First Exclusive National Representative

BLAIR-TV

New York—TEmpleton 8-5800
Chicago—SUperior 7-2300
Boston—KEnmore 6-1472
Detroit—WOodward 1-6030
St. Louis—CHestnut 1-5686
Dallas—RIverside 1-4228
Jacksonville—ELgin 6-5770
Los Angeles—DUnkirk 1-3811
San Francisco—YUkon 2-7068
Seattle—MAin 3-6270

HEDGES INTERVIEW CONTINUED

is the intention of Harold Fellows. I think he is just wonderfully down to earth in his understanding of the problems of broadcasting, be they large or small. I don't know where this movement got started.

Q *What's the most heart-warming experience you can remember that happened to yourself or to someone else as you observed?*

A I was greatly touched one day at the convention held in Chicago in April 1952 when to my great surprise I was given a silver plaque as founder of NAB. I shall always cherish it because a man likes to think he has left footprints on the sands of time—that he has done something for this industry which is worthy of mention.

Q *Are there any unusual things you can think of happening in the past, Bill, that might be interesting for our readers to remember?*

A I remember we began to understand a little more about the problems of the advertising agency and its importance to broadcasters when we had a man like John Benson, who was then president of the American Assn. of Advertising Agencies, address us at the Cleveland convention in 1930. At the same convention we had Claude Mills, then general manager of ASCAP, who gave us a very illuminating talk about ASCAP. He made us realize the size of the problem confronting us in music copyrights and also the importance which their music played and does continue to play as far as our business is concerned.

Q *This year I believe Marion Harper is on the agenda.*

A I think that is wonderful; I think that is fine, because I am sure with his analytical mind he will bring many constructive thoughts to the convention crowd. Unquestionably he will touch upon certain economic aspects of our industry.

Q *Do you think it would be a good idea to have an ASCAP man there this year?*

A To make a talk?

Q *Yes.*

A Well, I certainly wouldn't object to his talking as far as that goes. Conventions have in recent years been quite open as far as the attendance by ASCAP representatives is concerned. There has never been an attempt to bar them. They have always been represented, for the past 30 years at least.

Q *Do you recall the first year that a member of the Federal Radio Commission or the Federal Communications Commission addressed the convention?*

A Well, the FRC, Federal Radio Commission, was created in February of 1927, so it must have been in the fall of 1927 when the convention was held that the Radio Commission was represented. At each convention since 1927 so far as my memory goes a representative of the Federal Radio Commission or the Federal Communications Commission has addressed the convention. This I think has been very worthwhile for both the regulatory body and the broadcasters themselves. It has given the broadcasters an opportunity to know just what brand of thinking was prevailing in Washington, and it has changed from time to time. Of course that brings to mind the famous speech of James Lawrence Fly at the St. Louis convention.

Q *Can you refresh our memories on that?*

A Mark Etheridge made the opening address at this particular session, which Mr. Fly found to be inflammatory, and he took it upon himself to flay the networks and referred to a famous colonial gentleman by the name of Randolph, I believe, whose comment of "a dead mackerel in the moonlight—it both shines and stinks" was applied to the practices of the networks. Of course I am sure Mr. Fly was very wrong in his appraisal, but the session was one of the most interesting ones I have ever attended.

Q *The one at Atlantic City got kind of warm, too, didn't it? One about 10 years ago?*

A Ten years ago?

Q *On the code, the radio code?*

A No, I don't recall anything heated about that. The really important thing I recall about the Atlantic City convention was that I led a band—Sammy Kaye's band. All of the network presidents were supposed to lead the band—Mark Woods for American was there, and Ed Kobak for Mutual, Frank Stanton for Columbia and Niles Trammell for NBC. Just before we were leaving the hotel for the convention hall Niles asked me if I would substitute for him, since he wasn't feeling very well, and so Sammy Kaye asked me to identify myself. I gave him my name and told him I was Vice President in Charge of Substitutions, which seemed to amuse the throng there, and I won the salt water taffy as first prize, I'll have you know.

Q *With the Federal Radio Commission and the Federal Communications Commission officials attending the convention year in and year out would you perhaps say that they have become prejudiced or industry-indoctrinated through that association?*

A By no means. I haven't seen any evidence of any of the commissioners being influenced or prejudiced by their attendance at any of the broadcaster conventions. I think it has been a matter of education for them as well as for us. They have learned a great deal about the industry and the practical aspects of the industry which they regulate. Certainly I have never seen any evidence of malfeasance in the use of their power or authority.

LIGHTER MOMENT: *Bill Hedges when he led Sammy Kaye's band at the Atlantic City convention.*

Q *Would there be any disadvantage today to a convention coming to New York?*

A No. I should have given New York a better break than I did when I focused my attention on Chicago. I did say that we should have our conventions in various parts of the United States. New York is probably as well situated. With as much advance planning as they put in on most of these conventions it's possible to take care of a crowd of 20,000 people. I know because the Rotary International Convention will be held in New York in 1959, and already 12,000 rooms are reserved for the Rotarians.

Q *One reason I asked that question is that*

Hitch **YOUR** Wagon to the Star stations and Watch Your Sales GO UP!

2 VITAL Stations in 2 Important Markets Serving over 3 Million People

FIRST and Getting FIRSTER all the time

KOIL No. 1
A Vital Force in Selling Today's OMAHA

KMYR No. 1
A Vital Force in Selling Today's DENVER

Check the RATING of Your Choice
Your STAR STATION is a MUST BUY Station!

the Star stations
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS
DON W. BURDEN — *President*

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

HEDGES INTERVIEW CONTINUED

a majority of agency executives are right here in New York, and I wondered if it might be sort of an advantage to bring the broadcasting industry to their back door.

A Well, there is an advantage, yes, in the opportunity for many broadcasters to see agency people, but usually New York convention sessions of the radio industry are not well attended. They are too busy out on Madison Avenue making their calls; accordingly, they are not paying very much attention to the business of the convention, and there is more diversion here. The night life which so many of the broadcasters have heard about tempts them to live it up perhaps to the detriment of the actual business at hand.

Q *You mean somebody might disappear for the rest of the convention? After the opening?*

A Might? Some always do!

Q *In New York, that is.*

A In New York.

Q *May I ask you for some advice for junior convention goers? How do you preserve stamina at a convention? What should you do at a convention to get the most out of it?*

A Common, ordinary horse sense is the best rule to follow. Don't play too much so that you go to sleep in sessions. Attend all the sessions but likewise circulate. Visit the exhibits and mingle with your fellow broadcasters. These broadcasters are good fellows, and it's nice to know them on that kind of a basis. The fellowship of broadcasting has meant a great deal to me because some of my very best friends in the world are broadcasters. I think moderation is a good thing, including a moderate amount of sleep.

IT'S TIME TO TALK RADIO WITH ASCAP

After 18 years, broadcasters again must bargain contract terms

Broadcasters will face up to an unaccustomed task this week—negotiating ASCAP music performance licenses for radio.

It'll be a new experience for most stations, for the current radio licenses go back some 18 years. Television agreements with ASCAP have been negotiated three times since the last go-round for radio contracts, which have run without change since 1941 but now are on the verge of expiring. They run out at midnight Dec. 31, 1958.

To get ready to sit down with ASCAP's negotiators, radio men from throughout the U. S. will meet during this week's NAB convention for an all-industry review and strategy session. As at a similar meeting on the ASCAP television situation at last year's convention, this one is expected to produce a committee of representative radio men to do the bulk of the negotiating.

Open to NAB non-members as well as members, the meeting will convene Thursday at 10 a.m. in the Pacific Ballroom of the Statler in Los Angeles. Robert T. Mason, WMRN Marion, Ohio, will preside pending election of a permanent chairman. He is a member of the NAB Radio Board.

Background of the problem will be reviewed by John F. Meagher, NAB's vice president for radio, and this is expected to lead into the formation of a committee to do the negotiating. In the case of television at last year's convention a 15-man committee was nominated at the meeting and elected in a mail ballot, with payment of a fee (to underwrite the committee's research work, legal counsel, etc.) as the poll tax.

While the committee will do the negotiating, in the end each station will have to decide for itself whether it will accept or reject whatever terms the committee recommends after its sessions with the ASCAP group. In tv, virtually all stations accepted the committee recommendation.

The radio negotiations will be conducted against a background of especially strained relations between a number of ASCAP members on one hand and broadcasters and their Broadcast Music Inc. on the other. The suit brought by 33 ASCAP members seeking to dissolve NAB, divorce BMI from its broadcasting ownership and collect some $150 million in damages has been pending for more than four years and still pends.

In addition, new heat has been brought to the controversy by Congressional hearings, to be resumed May 6, on Sen. George Smathers' (D-Fla.) bill to bar broadcasters from owning stock in recording or publishing firms—or, in effect, in BMI.

If anything is sure about broadcaster-ASCAP negotiations, it is that the stations will want a cut in their ASCAP rate.

It may seem odd, but ASCAP's radio rates actually are higher than its television rates. Broadcasters are deemed certain to push for a reduction, at least to the television level.

The way it stands now—and has stood since 1941—radio stations pay 2.25% of net time sales for a blanket license to use ASCAP music locally. The network rate is a little higher, 2.75%. These charges compare with television rates of 2.05% for stations and 2.5% for networks.

History in Radio's Corner

It has been noted that radio men can cite history as part of their case for a cut in the ASCAP rate. Originally ASCAP did set (and tv stations accepted) higher rates for television. This was in the late 40s, when tv rates were first established, and the formula developed then was that ASCAP television licenses should cost "radio rates plus 10%."

Thus from 1949 through 1953, television paid 2.475% (stations) and 3.025% (networks).

When the time came to negotiate new television licenses, however, the number of tv stations had grown and was still going up. Pointing out that this expansion assured ASCAP new millions of income, the tv negotiators were able to revise—and reverse—the tv formula. It became, roughly, "radio minus 10%."

So in the television contracts for the period from 1954 through 1957, renewed during the past winter to Dec. 31, 1961, the contracts stipulated that tv payments would be at the rate of 2.05% (stations) and 2.5% (networks).

Radio's claims for a cut can be buttressed by another argument that obviously appealed to ASCAP in the 1954 negotiations—growth in number of stations. In 1940, when the terms of the current radio arrangements were worked out, there were fewer than 900 radio stations on the air in the U. S. Today more than 3,200 are operating and the number is still growing.

Growing, too, are radio time sales, on which the ASCAP payments are based. Network time sales have slumped, to be sure. From approximately $82.3 million in 1941 and the all-time high of $141 million in 1948 they dropped to an estimated $53.1 million last year. But national spot and local have grown steadily, from about $97.4 million in 1941 to $275.7 million in 1948 and $463.3 in 1947. So have total radio sales: $179.7 million in 1941, $416.7 million in 1948, $516.4 million in 1957.

In rebuttal, ASCAP undoubtedly will argue that music's importance to radio is greater in this so-called music-and-news era than it was 18 years ago.

There can be little question that radio is more dependent on music than is television. Yet broadcasters point out that radio uses less ASCAP music, proportionately, than television does: Approximately 90% of the music performed on television is licensed by ASCAP, as against 84% in radio.

Broadcast Music Inc.'s records show an equally dramatic distinction between music on radio networks and music on radio stations. The BMI calculations show that some 32% of the local music performances are BMI (non-ASCAP), or more than twice the 15% of radio network performances that are BMI.

Broadcasters are not forgetting the magnitude of their annual contributions to the ASCAP coffers. It's well over 80% of the society's total take, a proportion which radio-tv officials contend is far out of line when considered in relation to the share contributed by ASCAP's many other licensees.

Between them, radio and television accounted for an estimated $20 million out of ASCAP's total income of just under $25 million in 1956, last full year for which ASCAP's income statement has been published. Although ASCAP does not publicly break down its income by source, informed observers calculate that the $20 million estimated radio-tv total is divided about evenly between radio and television—approximately $10 million each.

While there has been no new radio negotiation with ASCAP since 1941, broad-

BUSINESS IS GOOD* AT WTCN-TV

MINNEAPOLIS • ST. PAUL

*And with good reason...WTCN-TV is now the best television buy in the Twin Cities.

abc television network—REPRESENTED NATIONALLY BY THE KATZ AGENCY

ASCAP NEGOTIATIONS CONTINUED

casters did get a chance to do some extensive skull work in 1948.

The 1941 contract, running to Dec. 31, 1949, provided that it would renew automatically for another nine years unless ASCAP demanded an increase at least 12 months before the end of the first term. If ASCAP did ask for an increase, the broadcasters would have five months within which to negotiate. At the end of that time they had the right to terminate. If they failed to terminate, the rate issue was to go into arbitration.

The hooker in the contract was that if the question went to arbitration, the arbitrated rate could not be less than the rates already being paid. Thus the only thing broadcasters could look for, in case of arbitration, was rates that would be higher than—or at the very best, the same as—those they already were paying.

This booby trap was avoided when ASCAP let the deadline pass, in December 1948, without asking for an increase. Accordingly the 1941 contract was automatically renewed for another nine years.

Not knowing that ASCAP would pass up the request for an increase, however, broadcasters in 1948 engaged in a great deal of careful preparations, just in case. For the most part this work was conducted under Judge Justin Miller, then NAB president, by the NAB Copyright Committee.

This year the spadework will have to be done for real, for the contract contains no further automatic-renewal provisions. When it expires at the end of this year there'll have to be a new one to replace it.

This time, however, they have an alternative to the "Jeannie with the Light Brown Hair" ordeal which dragged on for months in 1941. That was the time when broadcasters and ASCAP had failed to come to terms; broadcasters were forced to organize BMI as their own licensing organization and make out with public-domain tunes and whatever music the fledgling BMI had been able to get rights to.

Where they had no alternative in 1941, today they have the 1950 amendment to the ASCAP consent decree permitting music users who want a license to ask the courts to fix fair fees in the event they cannot negotiate a satisfactory settlement with ASCAP.

Thus far, since 1940, negotiations have not failed eventually (and sometimes expensively) to produce a settlement acceptable to both sides. Some 80 tv broadcasters did ask the court to determine rates during the 1953 negotiations, but they dropped this request when ASCAP accepted the terms offered by the all-industry negotiators.

That is the background against which radio men approach their first ASCAP negotiations in 18 years. Even when a new deal is made, negotiating won't be over. For BMI radio and television licenses—which are at rates approximately 40% of what ASCAP has been charging—come up for renewal next year, on March 11, 1959.

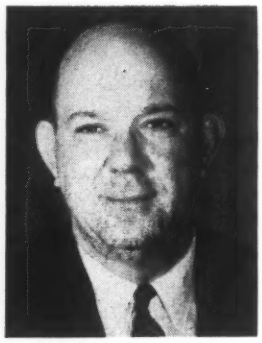
THEY PREPARED THE WAY IN L. A.

Three key figures have master-minded the planning for NAB's 36th annual convention in Los Angeles. They are President Harold E. Fellows and the two co-chairmen of the NAB Convention Committee—J. Frank Jarman, WDNC Durham, N. C., and W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex. Messrs. Jarman and Rogers are vice-chairmen, respectively, of the NAB Radio and Television Boards.

Other members of the committee are Thomas C. Bostic, KIMA Yakima, Wash.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; William C. Grove, KFBC Cheyenne, Wyo. (Engineering Conference liaison, radio); F. Merrill Lindsay Jr., WSOY Decatur, Ill.; Robert O. Reynolds, KMPC Los Angeles; James D. Russell, KKTV (TV) Colorado Springs, Colo. (Engineering Conference liaison, tv), and Harold P. See, KRON-TV San Francisco.

Here are the views of the three key figures in the convention planning:

HAROLD E. FELLOWS



J. FRANK JARMAN

W. D. ROGERS

The broadcasting industry has three prime functions: to inform, to entertain, to sell.

The responsibility for carrying out these three public services rests upon the individual broadcaster. That broadcasters have been doing a good job is best indicated by the continued healthy growth and public support for both radio and television.

However, there will always be problems and challenges in a dynamic industry such as ours. The NAB convention is designed to help broadcasters solve these problems and meet these challenges. Of particular interest this year will be economic aspects, the relation of industry to government, the need for more efficient technical operations, and the continued expansion of radio and television as media.

At the convention plans also will be presented which should enable broadcasters to take a role of leadership in filling a national need. This is in the tradition of serving in the public interest.

The information and exchange of ideas in Los Angeles should result in greater strength throughout the industry.

The influence of radio on every aspect of American life continues to grow from year to year. There are nearly 150 million receivers in this country today with an average daily audience of 77 million people. Last year advertising revenue was at an all-time high and prospects are bright for this year.

These facts do more than just spell out a success story. They also should make us think about radio's responsibilities to the American people who make the success story possible.

Those of us in radio must continually devise ways to improve our programming, to increase the effectiveness of our medium as a sales force and to make engineering improvements which will enable us to make radio even more flexible.

Once again the annual convention of the National Assn. of Broadcasters will enable us to equip ourselves for the task ahead by providing us with the opportunity to exchange ideas, to learn about new techniques related to every phase of our industry, and to find new ways for improving our operations in the public interest.

Television, like any dynamic industry, faces both problems and challenges.

The television management sessions for this year's NAB convention have been planned to assist individual broadcasters in the solution of some of their problems and to provide for an exchange of ideas on meeting the challenges of the future.

Television broadcasters recognize their responsibility to maintain a stable economic base for their operations in order to continue to serve the American public. For this reason, it is well that some of the sessions will emphasize the problem of increasing operating costs and discuss ways to achieve greater efficiency.

Management also will benefit from the session's look into the engineering future, particularly in the fields of color telecasting, automation, videotape and other developments.

There are now 511 commercial television stations in operation, 36 more than when we held our last convention. This indicates both a growing public demand for our medium and a healthy increase in competition within the television industry.

"THIS IS ALICE"
America's newest sweetheart, who will capture the heart of young and older America alike!

(more on next right-hand page)

THE BIG NIGHT

(more on next right-hand page)

(more on next right-hand page)

Before you firm your fall TV commitments, get the full details of this important new concept from...

America's dynamic new NTA FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N Y · JUdson 2-7300

NEW REASSURANCE FOR ADVERTISING

Special survey finds people think well of advertising and ad men

The public has a generally favorable opinion of advertising.

Widespread criticism of advertising as a costly, unnecessary and even undesirable segment of the national scene is based on the voice of an articulate but small minority, judging by results of a special survey conducted for BROADCASTING by The Pulse Inc.

In its study, covering 1,116 personal interviews in 10 major markets, Pulse found that:

- Only 21% of those interviewed associate advertising with the term Madison Avenue.
- Efforts to malign advertising by brand-ing Madison Avenue as a dirty name have been highly unsuccessful.
- Advertising people are regarded as well-educated, well-mannered members of the American society.
- The fictional version of advertising personnel—dramatized in *Hidden Persuaders, The Hucksters, Man in the Grey Flannel Suit* and other critical books and shows—is accepted by only a tiny minority.

The power of advertising as a means of promoting the sale of goods and services is widely recognized, according to the Pulse study.

This significant finding appears in the results:

- Only a small minority believe the money spent in advertising could be used more effectively to improve the product or cut the price.

While those interviewed could name only a few of the companies engaged in the advertising agency business, a high percentage had a clear idea of the specific functions of agencies.

An important element in interpreting the Pulse results is the fact that the advertising industry, often termed the greatest mass-influencing power in the nation's economic development, has done only a modest amount of self-promotion and has seldom spoken through a single propaganda voice.

The questions in the special Pulse survey were drafted in cooperation with BROADCASTING. They were designed to get a true picture of what the public thinks about advertising.

Pulse interviewers asked the questions in each of 10 major markets—New York, Los Angeles, New Orleans, St. Louis, Atlanta, Cleveland, Dallas, Boston, Chicago and Detroit. The 1,116 total interviews were divided about equally in each of the 10 cities. The interviews were conducted in the first week of April.

Identification of advertising and Madison Avenue—21%—was below that of the businesses associated with four other well-known streets. Wall Street, for example, was associated with finance by 83% of those interviewed and Hollywood & Vine was identified with the movies by 68%. Times Square was identified with the theatre and entertainment by 28% and Seventh Avenue and the garment industry by 26%.

Madison Avenue has not been affirmatively promoted by advertisers to offset its kicking around in books, magazine articles, stage shows, movies and newspaper stories. All this abuse hasn't convinced the public that advertising people actually resemble the oft-portrayed city slickers who spend much of their time in cocktail lounges in pursuit of illicit romances—at least, the Pulse findings don't support these fictional portrayals.

Another smaller survey, confirming the Pulse findings, was described at last week's annual meeting of the American Assn. of Advertising Agencies by Dr. Claude Robinson, chairman of Opinion Research Corp. The survey was based on interviews with only 100 housewives (see AAAA story page 72). It showed a strong majority of those interviewed had a complimentary attitude toward advertising.

In the Pulse-BROADCASTING survey, few of the respondents who associated Madison Avenue and advertising could name a company in the advertising business. They mentioned BBDO most frequently—5.6% of those answering the question. Other agencies named were Young & Rubicam 1.7%, J. Walter Thompson 1.7%, Benton & Bowles 1.3% and McCann-Erickson 1.3%. BBDO's lead, it was felt, was influenced by the agency's association with President Eisenhower's campaigns and broadcasts.

In this same group of Pulse respondents who associated Madison Avenue and advertising, all but 7.2% were able to describe in some specific way the function of an advertising agency. This was construed as an indication the consumer has a positive opinion of the advertising agency as a medium that sells goods and services, 50% saying the agency "sells product to public" or "advertises product." Most of the others offered similar comments but 0.6% said the function is to "brainwash and pressure"

COMPLETE RESULTS *Page 70*
TEXT CONTINUES *Page 72*

THE REAL IMAGE OF MADISON AVENUE

In recent months Madison Avenue has become concerned about its own corporate image. Many advertising leaders have expressed the fear that the public was getting a bad impression of advertising.

Robert E. Lusk, president of Benton & Bowles, wondered what the half-truths and untruths of novelists and script writers are doing to the public's opinion of advertising [MONDAY MEMO, Jan. 27].

Nelson Carter, vice president of Foote, Cone & Belding, said public misunderstanding is "the soft-belly of advertising" and called on advertising men to protest against the public image given by various media [PLAYBACK, March 3].

Arthur C. Fatt, president of Grey Adv., proposed an Advertising Foundation to enlighten the nation about advertising after he found Philadelphia businessmen had a low opinion of the industry's honesty [ADVERTISERS & AGENCIES, April 21].

Edwin Cox, board chairman of Kenyon & Eckhardt, said, "Sometimes I am appalled at the public's concept of the advertising man that has been built up by novels and films" [ADVERTISERS & AGENCIES, March 17].

A. W. Lewin, board chairman of Lewin, Williams & Saylor, called on advertisers to build "a new image of the American advertising man" [ADVERTISERS & AGENCIES, March 3].

H. Fairfax Cone, chairman of Foote, Cone & Belding, refuted charges made by Vance Packard, author of *The Hidden Persuaders* and magazine articles critical of advertising [ADVERTISERS & AGENCIES, Jan. 6].

To get the public's side of the question and to find out if this widespread concern is justified, BROADCASTING commissioned The Pulse Inc. to analyze opinion in 10 major markets. The results are astonishing.

"THIS IS ALICE"
America's newest sweetheart, who will capture the heart of young and older America alike!

"MAN WITHOUT A GUN"
a Western editor fights for freedom of the press, in the great newspaper tradition.

THE BIG NIGHT
is coming

(more on next right-hand page)

(more on next right-hand page)

Before you firm your fall TV commitments, get the full details of this important new concept from...

America's dynamic new NTA FILM NETWORK

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. · JUdson 2-7300

Advertising's reflection in eyes of the public

Complete results of the Broadcasting-Pulse survey

Question 1

Various streets in the United States have become associated with specific businesses. Can you name the business associated with:

	Number	Percent
WALL STREET (finance)	926	83.0
HOLLYWOOD & VINE (movies)	762	68.2
TIMES SQUARE (theatre & entertainment)	315	28.2
SEVENTH AVENUE (garment industry)	287	25.7
MADISON AVENUE (advertising)	232	20.8
Total Respondents	1,116	

Note: As might be expected, association of Madison Avenue with advertising was higher in New York than in the other nine cities where The Pulse interviewed. But even in New York, fewer than half (52) of the total respondents (111) thought of advertising in connection with Madison Avenue.

Question 2

Can you name a company in the advertising business? (Asked only of those who correctly associated Madison Avenue and advertising.)

	Number	Percent
BATTEN, BARTON, DURSTINE & OSBORN	13	5.6
YOUNG & RUBICAM	4	1.7
J. WALTER THOMPSON	4	1.7
BENTON & BOWLES	3	1.3
McCANN-ERICKSON	3	1.3
MISC.*	28	12.1
NONE	177	76.3
Total who associated advertising with Madison Avenue	232	100.0

* Companies receiving no more than one mention.

Question 3

(a) You have associated Madison Avenue with advertising. What do you think an advertising agency does?

(b) (Where no Madison Avenue and advertising association was made, this question was phrased thusly): Usually Madison Avenue is identified with advertising. What do you think an advertising agency does?

	Number answering 3a	Number answering 3b	Total number	Percent of total
Sells product to public	35	138	173	15.5
Advertises product	81	304	385	34.5
Prepares ads, copy, commercials	26	106	132	11.8
Presents news of products to public	5	14	19	1.7
Advertises for producer	6	16	22	2.0
Sales promotion campaign	26	104	130	11.7
Promotes sales	7	50	57	5.1
Buys time, space	2	11	13	1.2
Solicits clients	3	12	15	1.3
Increases business	4	12	16	1.4
Describes product	3	8	11	1.0
Creates demand for product	6	17	23	2.1
Misc. neutral	11	28	39	3.5
Brainwashes, pressures public	3	4	7	0.6
Talks people into buying unwanted things	4	16	20	1.8
Misc. undecided	2	5	7	0.6
Not certain	9	65	74	6.6
Total responses	233	910	1,143	102.4*
Total respondents	232	884	1,116	

* Total over 100% because of multiple responses

Question 4

Do you think the advertising business is important?

	Number	Percent
YES	884	79.2
NO	232	20.8
Total respondents	1,116	100

Question 4a

Why do you think the advertising business is important? (Asked of those answering "yes" to Question 4.)

	Number	Percent
Sells products	185	20.9
Tells what's available	62	7.0
Describes uses of products, quality of products	76	8.6
Enlightens public	60	6.8
Makes people buy	13	1.5
Employs many people	6	0.7
Tells of product improvements	9	1.0
Stirs competition	11	1.2
Helps business firms, promotes business, boosts business	79	8.9
Keeps products in front of people	5	0.6
Presents new products	70	7.9
Keeps tv on air, free tv	18	2.0
Keeps economy going, maintains economy	16	1.8
Informs public of many products	215	24.3
Means of choosing between products better products	20	2.3
Creates jobs	5	0.6
Creates demand for products, people buy more	14	1.6
Stimulates sales	12	1.4
Leads to better products	5	0.6
Misc.	19	2.1
No particular reason	26	2.9
Total responses	926	104.7*
Total respondents	884	79.2

* Total over 100% because of multiple responses

Question 4b

Why do you think the advertising business is not important? (Asked of those answering "no" to Question 4.)

	Number	Percent
If products are good they sell themselves	52	22.4
People should buy on their own personal choice	5	2.2
Money spent on advertising should be used to improve product	7	3.0
Money spent on advertising should be used to lower prices	9	3.9
Unnecessary, superfluous	28	12.1
Don't pay attention to advts.	22	9.5
Mislead public, lies	11	4.7
Trivial	4	1.7
Word of mouth is best advt.	7	3.0
Doesn't give new product a chance	3	1.3
Misc.	5	2.2
No particular reason	81	34.9
Total responses	234	100.9*
Total respondents	232	

* Total over 100% because of multiple responses

Question 5

Is there anything you like about advertising?

	Number	Percent
Information about new products	165	14.8
Acquaints public with products	222	19.9
Leads to selective buying	47	4.2
Sales and bargains	25	2.2
Samples and coupons	29	2.6
Artistic, aesthetic value	24	2.2
Stimulates buying, aids business	67	6.0
Educational	36	3.2
Brings product into home, better living	22	2.0
Entertaining, attractive, interesting	81	7.3
Creates, stimulates competition	16	1.4
Good programs	16	1.4
Pays for tv, keeps away pay tv	21	1.9
The methods—cartoons, slogans, billboards	85	7.6
Cleverness of ads, ingenuity	25	2.2
Everything	21	1.9
Miscellaneous	25	2.2
Nothing	195	17.5
Total Responses	1,122	100.5*
Total Respondents	1,116	

* Total over 100% because of multiple responses

Question 6

Is there anything you dislike about advertising?

	Number	Percent
False, exaggerated, misleading claims	118	10.6
Too frequent	113	10.1
Too many	53	4.7
Interrupts tv viewing	56	5.0
Silly, infantile, foolish	66	5.9
Overselling	40	3.6
High pressure	39	3.5
Repetitious, redundant	74	6.6
Monotonous, boring	50	4.5
Long	55	4.9
Loud, noisy	24	2.2
Liquor ads	10	0.9
Increases cost of product	9	0.8
Nudity, sex appeal	8	0.7
Mail advertising	7	0.6
Highway billboards	7	0.6
Cigarette commercials	7	0.6
Telephone solicitations	7	0.6
Miscellaneous	33	3.0
Nothing	483	43.3
Total Responses	1,259	112.7*
Total Respondents	1,116	

* Total over 100% because of multiple responses

Question 7

How would you describe a person who works in advertising?

	Number	Percent
Good appearance, well-dressed	50	4.5
Good talker, interesting	77	6.9
Well educated, well informed	66	5.9
Ambitious, aggressive	73	6.5
Imaginative, original	123	11.0
Gregarious, extrovert, outgoing personality	79	7.1
Good salesman	55	4.9
Intelligent, clever	93	8.3
Energetic, hard-worker	36	3.2
Alert	54	4.8
Progressive, uptodate	18	1.6
Prosperous	7	0.6
Talented, able	12	1.1
Honest, sincere, polite	21	1.9
Executive, businessman	32	2.9
Man in grey flannel suit, Ivy League	20	1.8
Artist	11	1.0
Understands public	14	1.3
Above average	5	0.4
Knows his product	23	2.1
Miscellaneous favorable	9	0.8
Showman, actor	5	0.4
Neurotic, nervous, anxious	19	1.7
Huckster	9	0.8
Arrogant, boastful, conceited	7	0.6
Superficial	5	0.4
False	5	0.4
Miscellaneous unfavorable	7	0.6
Miscellaneous	16	1.4
Average	73	6.5
Don't know	112	10.1
Total Responses	1,136	101.5*
Total Respondents	1,116	

* Total over 100% because of multiple responses

"THIS IS ALICE"
America's newest sweetheart, who will capture the heart of young and older America alike!

"MAN WITHOUT A GUN"
a Western editor fights for freedom of the press, in the great newspaper tradition.

THE BIG NIGHT
is coming to TV

"HOW TO MARRY A MILLIONAIRE"
three beauties explore their theory that the way to a man's bank account is through his heart.

(more on next right-hand page)

Before you firm your fall TV commitments, get the full details of this important new concept from...

America's dynamic new **NTA** FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. · JUdson 2-7300

the public and 1.8% said it is to "talk people into buying unwanted things."

Four out of five consider the advertising business "important," and one out of each two gave this reason for advertising's importance: Advertising informs the public of many products and sells products. Most of the other answers were along this line, with 2% mentioning, "keeps tv on the air and keeps it free." Those who do not consider advertising important mentioned as the main reason that good products sell themselves.

Many informative replies came from a question asking what people like about advertising. One-third mentioned information about products. A small percentage volunteered that advertising pays for tv and keeps away pay tv.

The opposite question, "Is there anything you dislike about advertising?" produced 10.6% who said false, exaggerated and misleading claims. Deliberately framed to draw critical comments, the question drew a surprising 43.3% of respondents who saw nothing they disliked about advertising. One out of 10 thought advertising too frequent and 5% said it interrupts tv viewing.

Advertising people fared well in a question asking for a description of a person who works in advertising. The top-ranking answer, 11%, specified imagination and originality. Ranking next with 8.3% was intelligent-clever followed by 7.1% who described advertising people as gregarious, extrovert and outgoing personalities. Other descriptions mentioned frequently were well-educated and well-informed, good talker and interesting, and ambitious-aggressive.

Advertising is liked better than it thinks

Advertising people have let themselves be put on the defensive by some of the books written about them. They rate higher with the public than they think they do.

This morale-building information was put before the annual meeting of the American Assn. of Advertising Agencies in a speech prepared for delivery last Saturday by Dr. Claude Robinson, chairman of Opinion Research Corp., Princeton, N. J. It was based on Gallup-Robinson "Mirror of America" studies.

Dr. Robinson said 100 housewives were interviewed on their specific attitudes toward advertising and advertising people. In addition, 100 advertising agency people were asked how they thought the housewives would rate them. Result: The housewives rated them "far more favorably" than the agency people had expected.

"My own conclusion," Dr. Robinson said, "is that your self-deprecation is largely induced by the licking you take in derogatory books . . . here is a very interesting example of how [communication] works to distort your image of yourselves."

He said numerous studies had shown that "the influence of advertising on the buying decision bears no resemblance whatsoever to that set forth in the book *The Hidden Persuaders*.

An "amazing amount" of switching among products was found in the studies and "Mrs. Jones has a remarkable capacity to tell you in great detail how she came to switch and where she got the idea," Dr. Robinson said. "In a recent cross section . . . 85% of purchasers were able to recount in detail one or more buying experiences and name the advertising source."

In the 100-housewife study, a strong majority was "complimentary" toward advertising. When asked what annoyed them most about advertising, 88 answered. Of these, 80% said "some advertising is an insult to people's intelligence," while 20% nominated "misleading" and "loud and silly" advertising.

Dr. Robinson said that "in public thinking there is a line," or "band of tolerance," between good and bad taste, between truth and exaggeration, in advertising. "It is up to this profession to find this band and try to practice within it," he concluded.

CASH, CREATIVITY KEYNOTE AAAA MEET

Two facets of the advertising business came in for critical attention at last week's annual meeting of the American Assn. of Advertising Agencies at The Greenbrier, White Sulphur Springs, W. Va. In alphabetical order, not necessarily that of importance, they were (1) creativity and (2) money.

The first went before the AAAA in speeches by Ernest Jones, president of MacManus, John & Adams, and Paul Smith, president of Calkins & Holden. Both saw a need for more of it. The second came up in the annual report of AAAA President Frederic Gamble (who saw a need for more of that, too) and in unofficial but widespread conversations about the Frey Report and its conclusions on methods of compensation.

The full story is in the reports which follow, filed from The Greenbrier by Rufus Crater, senior editor, New York.

Agencies' woe: gross is up, net is down

Advertising agencies did more business in 1957 than in 1956, but they made "slightly" less money.

Their income was up, but for the first time in eight years their dollar costs were up even more.

This was the income-outgo story most agency members of the American Assn. of Advertising Agencies had to tell about last year, as reported to the AAAA membership last Thursday by Frederic R. Gamble, president.

His report, submitted at a closed session, dealt with trends reported by a majority of members, not with total dollar figures for all agencies. Specifically, he said:

"In 1957, 64% of our members did more business than the year before. But in spite of that, 52% of the 253 members from whom we have received figures to date made slightly less money than the year before.

"That means, of course, that the rate of earnings, which held fairly steady from 1950 through 1956, was lower in 1957. Or, expressed another way, for the first time in eight years agency costs in dollars increased more than agency income, even while income was increasing.

But at the same time, Mr. Gamble said, 54% of the reporting members showed a higher ratio of net current assets to average monthly billing than they did in 1956. Bills which were more than 30 days overdue to the agencies also were lower at the end of 1957 than at the end of the preceding year. But he warned that "we are now in a period when credits and collections may need even more than the usual careful attention."

MR. GAMBLE

Mr. Gamble's published report made no reference to the Frey Report on agency-client relationships and the inflammable question of how agencies should be compensated. This report, compiled under the supervision of Prof. Albert W. Frey of Dartmouth, was commissioned as an impartial study by the Assn. of National Advertisers, which to the general dismay of agencies has argued that the traditional 15% media commission system ought at least be reviewed. The Frey Report, issued several weeks ago, held that compensation was something to be worked out individually by advertisers with agencies. AAAA has never commented officially on the report.

In his report President Gamble pointed up that "agencies have continued during the past year to increase, on the average, the proportion of their income derived from their own charges," as distinguished from income from commissions.

"So that," he continued, "in spite of the fact that income from media commissions increased, agencies' own charges increased even more. Whereas in 1956 31% of agency gross income, on the average, consisted of agencies' own charges, in 1957 this had risen to 32.5%. So that now almost exactly two-thirds of agency income comes from media commissions and one-third from Agencies' own charges."

Mr. Gamble dealt at some length with

"THIS IS ALICE"
America's newest sweetheart, who will capture the heart of young and older America alike!

"MAN WITHOUT A GUN"
a Western editor fights for freedom of the press, in the great newspaper tradition.

THE BIG NIGHT
is coming to TV this fall!

THREE HOURS OF solid and continuous TV entertainment on one night every week . . . starting this fall . . . on America's dynamic new NTA Film Network—that's the Big Night!

TOP-FLIGHT TV ENTERTAINMENT in 39 episodes of each of three great new half-hour series from 20th Century-Fox and Desilu Productions. Plus 39 new 90-minute attractions from 20th Century-Fox. All now ready for screenings.

115 MARKETS, accounting for 96.9% of U.S. TV homes and 96.7% of all U.S. buying power, represent our initial TV station line-up. Of these, 17 markets, reaching 46.8% of all U.S. TV homes, are the BIG NIGHT towers of strength.

"HOW TO MARRY A MILLIONAIRE"
three beauties explore their theory that the way to a man's bank account is through his heart.

"PREMIERE PERFORMANCE"
a new cycle of outstanding 90-minute films, of which *Calling Northside 777*, starring James Stewart, is one.

CONCLUSION ... *for advertisers and their agencies: phone, wire or write...for full details about the BIG NIGHT!*

America's dynamic new **NTA** FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. · JUdson 2-7300

advertising's role in improving "what seems to be, in part at least, a psychological or self-induced recession." This role, in which McCann-Erickson is the volunteer agency for the Advertising Council's new anti-recession campaign, also was to be explored in a later session of the convention with Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board.

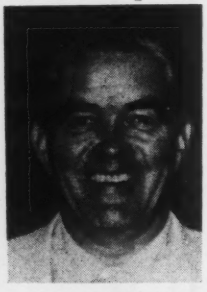
How about the effect of the current recession upon agencies? Said President Gamble: "Some, with mainly food and drug or other soft goods clients, are even well ahead of last year; others are about holding their own. Most of those reporting cutbacks in appropriations are automotive, appliances or other fields where factory sales are noticeably off.

AAAA membership "now totals 333, a new all-time high, despite the loss of seven members through mergers during the year," President Gamble reported.

Danforth 4A chairman; Gamble still president

J. Davis Danforth, an executive vice president of BBDO, New York, was elected board chairman of the American Assn. of Advertising Agencies last Thursday as the association opened its 1958 annual meeting. He succeeds Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago.

George C. Reeves, vice president of J. Walter Thompson Co., Chicago, was elected vice chairman and Joseph H. Epstein, executive vice president of Fitzgerald Adv., New Orleans, was named secretary-treasurer.



MR. DANFORTH

The association also announced that Frederic R. Gamble has been re-engaged as president for a four-year term, and that Richard L. Scheidker has been named senior vice president.

Mr. Gamble joined AAAA in 1929 as executive secretary, became managing director in 1940 and president in 1944. Mr. Scheidker, with AAAA since 1946 and a vice president since 1948, has been in charge of television and radio administration.

Three directors-at-large were named for three-year terms: Ernest A. Jones, MacManus, John & Adams, Bloomfield Hills, Mich.; Robert E. Lusk, Benton & Bowles, New York, and Lawrence R. Nelson, Campbell-Ewald, Detroit.

Named to represent the four AAAA regions for one-year terms: Lendell A. Layman, Henry A. Loudon Adv., Boston (re-elected); Robert C. Lowe Jr., Lowe & Stevens, Altanta, and James D. Webb, C. J. La Roche & Co., New York, all from the eastern region; Robert E. Anderson, BBDO, Detroit, from the east central region; James G. Comunos, Needham, Louis & Brorby, Chicago, and Larry Wherry, Wherry, Baker & Tilden, Chicago, both from the central region, and Walter Guild, Guild, Bascom & Bonfigli, San Francisco, from the western region.

The new board members, along with six whose terms expire later, elected the following as the operations committee of the board, to meet monthly when the board is not in session: Messrs. Danforth, Reeves and Epstein; Harry Harding, Young & Rubicam, New York; Bryan Houston, Bryan Houston Inc., New York, and Frank K. White, McCann-Erickson, New York.

The association's new chairman, Mr. Danforth, who left Princeton to join BBDO in 1925 as a messenger boy, has been AAAA vice chairman for the past year. He formerly served as chairman of the New York council, on the advertiser relations committee, as chairman of the media relations committee and as a director-at-large.

Jones, Smith warn of over-management

The greatest danger to advertising agencies "lies not in the Frey Report and its implications, nor in legislation, but in some of our own front offices where management may have forgotten that our only reason for existence is the production of good creative advertising."

This warning to agency management was sounded by a member of management, President Ernest A. Jones of MacManus, John & Adams, Bloomfield Hills, Mich., in a speech prepared for last Saturday morning's session of the annual meeting of the American Assn. of Advertising Agencies.

The perils of over-supervising creative effort also were pointed up by Paul Smith, president of Calkins & Holden, New York, in a speech at the same session.

Mr. Jones told the agency executives that "we are advertising agencies, not research agencies, or marketing agencies, or media agencies . . . and all the research, marketing facts, business administration in the world cannot move a can of beans from shelf to kitchen without the creative idea.

"Creativity is not a side product of advertising. It is advertising . . . and heaven help the agency management that does not recognize that fact of life. They may end up as unemployed as Zeppelin pilots. Today I honestly believe that the greatest barrier to creativity in some agencies is the fact that management is having more fun playing businessman than working at advertising."

He cited a *Victor Borge Show* commercial, credited to Mark Lawrence, radio-tv vice president of MJ&A's New York office, as one "that would have been a surefire candidate for the wastebasket under play-it-safe management, but which instead caused a definitely enthusiastic critical and public reaction." The commercial, he explained, "violated the traditional way of presenting an automobile by not presenting it at all."

The MJ&A head, who a couple of years ago touched off a noisy explosion by questioning television's ability to sell automobiles and other heavy goods, appeared not to have been burned in that blast.

"Television, paradoxically," he said, "while being the youngest of our advertising tools, often seems the most tired—(and here goes Daniel back into the lion's den for his hat)—with an anxiety neurosis about its own effectiveness that sometimes compels it to attack rather than attract, irritate rather than intrigue, grate rather than beguile."

Mr. Smith, looking at creativity in many areas, noted that it can be nurtured by "a relaxed environment" and inhibited by such factors as pressure and "management's perhaps natural tendency to authoritarian thinking."

Management, the Calkins & Holden president said, finds itself on the horns of a dilemma in that "a high degree of organization and efficiency may mean greater profits, yet equally great profits may be the result of innovation and unconventional approaches to a problem.

MR. JONES

MR. SMITH

CREATIVITY, *or lack of it, was on the minds of the Messrs. Jones and Smith last week. Their thoughts are reported in the adjacent story.*

"Management today must strike a fine balance between these two divergent views. The task is not an easy one," Mr. Smith said.

Third speaker at the creativity session was Edward G. Zern, vice president and copy director of Geyer Adv., New York. His talk offered a light-hearted enumeration of "Fifteen Ways in Which a Copywriter Can Be Helpful While Hanging Around an Advertising Agency."

Earlier, in a Friday session on marketing, G. Maxwell Ule, senior vice president in charge of marketing services for Kenyon & Eckhardt, New York, appraised the marketing concept's effect on the advertising business.

It will, he feels, "progressively call upon advertising professionals" to allocate budgets by scientific methods rather than by "hunch"; will call for more justification of the copy platform and the roles assigned to promotion and publicity; more dependence on creative and market research, greater integration of the advertising and selling elements.

But the result, Dr. Ule said, should be greater advertising productivity, greater income and higher profits for the agency, lower account turnover, and "the progressive professionalization of our business."

Highlight of the annual banquet Friday night was to be a special closed-circuit color tv program featuring NBC's Steve Allen, plus a talk on "Say It With Words" by

F.R.P.* IS SERVICE

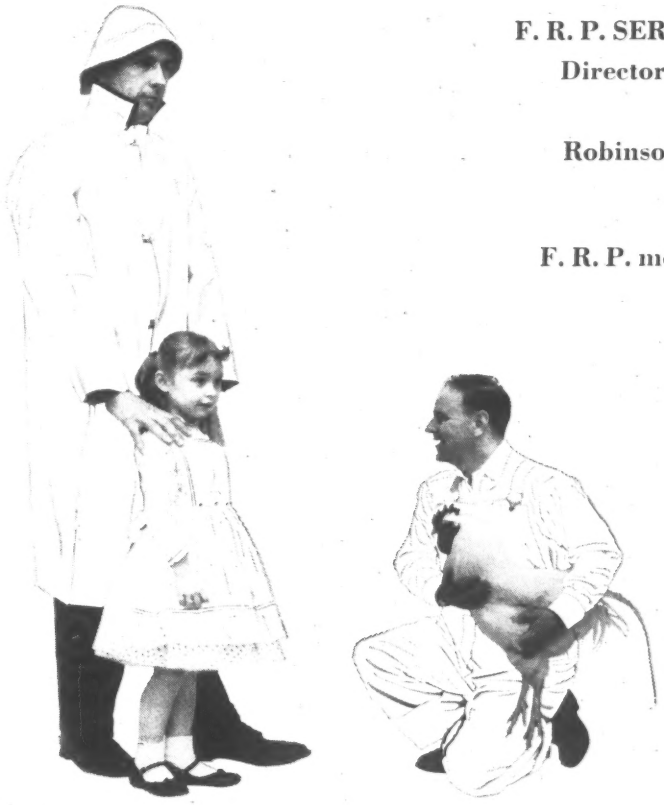
F. R. P. is many things . . . F. R. P. is service . . .

The friendly voice that adds another sweater to a child's school clothes on a cold, blustery day . . . the timely advice that helps a newlywed bring just-right biscuits to the table . . . the word on hogs and cows and prices that saves a farmer's financial shirt and gains his friendship and respect.

The quiet deep strength of church services on Sunday morning . . . an aid to conscience in civic causes for almost three million citizens in Maryland, Pennsylvania, Delaware, Virginia and West Virginia. The official voice in national disaster and local emergencies— from enemy air raids to school closings in bad weather.

F. R. P. SERVICE includes Maryland's only full time Public Affairs Director, Arnold Wilkes . . . the best-known Women's Director, Mollie Martin . . . and Farm Director Conway Robinson, who travels more than 40,000 miles annually to stay on top of the Free State farm story.

F. R. P. means service for everyone, everywhere in Maryland and more . . . and service is only one part of F. R. P.



WBAL RADIO

BALTIMORE, MARYLAND ★ 50,000 WATTS

NBC Affiliate—Nationally Represented by
THE HENRY I. CHRISTAL CO., INC.

*FULL RANGE PROGRAMMING

Across America—over 15,000 comm

Excellent, Superb & Swinging; I've dug is Man Maltby ever since '6 Flats Unrnished' with BG some years ago, and me, this is some of the most refreshing ax to come along in ages . . ."
Ed Case, KTHT
Houston, Texas

This is probably the finest EP we've ceived in a long time, and one that ill not gather prairie dust on our library elves. We really like it!"
Roy W. Gunderson, KNOX-KNOX-TV
Grand Forks, N. Dakota

Beautiful sounding—solid Beat—fine agination (the most)."
Dick Alexander, WICC
Bridgeport, Conn.

"A welcome addition to the list of Maltby greats. Hurrah for SESAC!"
Al Rice, WLS
Chicago, Ill.

"Albums like these are pearls to the field of music. Never a complaint from listeners and many compliments. My never-ending thanx for the best by the best for the best."
Jeff Evans, WRDW-AM-TV
Augusta, Ga.

"Very nice listening and can fit into any Pop Program. Brings back some of the good old music style which has been so sadly neglected for a long time."
Ray Nicklay, KXGN
Glendive, Mont.

"This is good for any time of the year . . . Happy March Band sound! I use one cut every morning some time during my 6 a. m. til 10 a. m. show . . . Gives wonderful lift following crowded spots and news. . . . MORE OF THIS PLEASE!"
Milt Hale Productions, KDYL
Salt Lake City, Utah

"Certainly excellent music & high quality recording . . ."
Phil McLean, WERE
Cleveland, Ohio

"I wish there were more suave 'swingin' ' sounds like this on the market. Fits into my show perfectly."
Al Anthony, KAFY
Bakersfield, Calif.

"ORCHIDS—This is truly a D. J. Joy-ride and is more than a joy to give it a ride on our turntables. Tremendous programming & it swings."
Frosty Mitchell, KIOA Radio
Des Moines, Iowa.

"The album is very good, music and vocal wise . . . This is the kind of stuff we would like to hear more of on the air . . ."
Herbert Coussou, WIBR
Baton Rouge, La.

"Adds a touch to broadcasting not often found these days."
Fred Webb, WMFS
Chattanooga, Tenn.

a new concept in programming

SESAC repertory recordings

What They Are: "repertory recordings" are a series of smartly packaged EP albums created particularly for the broadcaster and given free to the entire industry by SESAC.

What They Do For You: They attract and retain your audience because "repertory recordings" are *designed for repeated listening.*

Where They're From: "repertory recordings" are samples of the diversified SESAC Transcribed Library — the complete program service to the industry.

TO RECEIVE *FREE* EP's:—

VISIT

SESAC's

Hospitality Suite

2134 - 2135

Biltmore Hotel

N A B

Convention

. . . or write to

SESAC

10 Columbus Circle, New York 19, N. Y.

I would like to receive free "repertory recordings."

Name & Title . . . . . .

Station . . . . . **Address** . . . . . .

City . . . . . **State** . . . .

ents . . .

"Of all the fine records you've sent, this one will be used in more ways than any of the others. Thanx Fieriously."
Bill Fiery, KFFA Helena, Ark.

"Excellent Material, as usual! 'Repertory Recordings' have become well used in recent months."
John Wrisley, WIS Columbia, S. C.

"Amen for the instrumentals. The great musicians!—Let's bring 'em back & keep 'em alive!"
Warren L. Chandler, KLZ-AM-TV Denver, Colo.

Charles Ferguson, senior editor of *Reader's Digest*.

Tv commercials designated award winners by the Art Directors Club of New York [AWARDS, April 7] were shown each day of the three-day meeting.

Frey Report gets share of AAAA skull sessions

The Frey Report was missing from the AAAA's convention agenda last week but the thought of it kept members occupied for a good part of their opening-day private business session.

This was in addition to any corridor-cocktail party-golf course post-mortems on the report on agency-client relationships and the even more sensitive issue of how agencies should be paid.

The report, based on a study commissioned by the Assn. of National Advertisers and conducted by Prof. Albert W. Frey of Dartmouth, was issued by ANA some weeks ago [SPECIAL REPORT, March 31].

Where agencies generally contend that the media commission system should not be tampered with, the Frey Report held that agency compensation should be negotiated privately between each advertiser and his agency.

The private session Thursday morning included a report by Richard Turnbull of the AAAA staff on "Results of a New AAAA Study of Agency Methods of Charging."

In the afternoon a whole session was devoted to "Client-Agency Relationships." It was presided over by Harry Harding of Young & Rubicam, New York, chairman of the AAAA committee on advertiser relations.

Participants included a leading advertiser expert on the Frey study, Donald S. Frost of Bristol-Myers, chairman of the ANA committee on agency relations, along with Clarence E. Eldridge, public relations consultant to the AAAA.

The findings of the AAAA study on "charging" methods were deemed so confidential that, although Mr. Turnbull gave them in detail in his talk, they were not supplied in written form even to AAAA members.

Presumably they related to studies on which AAAA President Frederic R. Gamble based his report, in another session, that the volume of agency income derived from agencies' own charges has risen to a point where it amounts to about one-third of total income, as against two-thirds from the traditional media commission (see page 72).

In another portion of the closed meeting the agency executives heard Frank Stanton, CBS president, give his views of the crippling effects that the FCC Barrow Report, if adopted, would have on network television.

Frank K. White of McCann-Erickson, former president of NBC and Mutual, dealt with other phases of "The Problems of Our Media Friends."

PGW Film Presentation Offers Advice on Use of Spot Tv

Peters, Griffin, Woodward is presenting a 22-minute slide-film presentation, "A Local Affair," to advertisers and advertising agencies. The film concludes that television can be used most effectively on a spot basis that takes into consideration the varied likes and dislikes of the residents of the different markets in which sales are sought.

Prepared by George C. Castleman, PGW vice president and sales development manager, the presentation hammers home the dual thesis that "local selling is always 'a local affair'," and that spot television is "the only double impact medium with sight and sound selling that enables you to budget and plan your advertising budget to the job to be done locally."

There are many ways to use this double-impact medium, the presentation points out: announcements "for high ratings and frequency," nighttime half-hour programs "wherever you want them with ratings comparable to those of good network television shows," high rated local news programs or important sports or special events, and popular local tv personalities. Statistics on the coverage and cost of various types of spot tv—by regions, seasons and nationwide—are sampled in the slide presentation and spelled out completely in printed material distributed by PGW after the showing.

Young Rebuts 'Top 40' Critics At Tampa AFA District Meeting

Station representative Adam Young last week lashed out at radio critics who argue that stations featuring the "top 40"—many of them rock and roll selections—aren't delivering the goods.

Speaking in Tampa, Fla., Friday before the fourth district convention, Advertising Federation of America, Mr. Young cited a recent Pulse study in 10 markets made for the Young radio rep firm that broke down audience composition. While figures were incomplete at the time of the talk, Mr. Young noted that between 6 a.m. and 6 p.m. the listeners to major independent stations surveyed were 84.9% adult. Teenagers and children, Mr. Young added, were "a plus" but not the "final sum."

Referring to the position taken earlier this year at the Kansas City disc-jockey convention by Columbia Records executive Mitch Miller, who maintained that teenagers have little value as consumers, [STATIONS, March 17]. Mr. Young said:

"In your thinking, do not totally discount the value of teenagers. . . . Teenagers influence many purchases, represent a certain amount of purchasing power and, remember, they are tomorrow's customers. This is some plus!"

Mr. Young also took exception to the recent argument by Radio Advertising Bureau executive Jack Hardesty that to get the best value out of radio an advertiser should insist on live, local delivery. Said Mr. Young: "Don't just give copy to the station and hope that it will do justice to your story. Get it on tape or a platter. See that it is well produced," he advised.

KM&J Adds Goldseal's Million

Keyes, Madden & Jones, Chicago-New York-Los Angeles, confirmed addition of a new account, Congoleum-Nairn Inc. (Goldseal floor and wall coverings), Kearney, N. J.—adding over $1 million in billing. Switch from Dancer-Fitzgerald-Sample, agency since 1955, is effective May 15. C-N's last big network activity was in 1950-

MAKE ROOM FOR THE MACHINES

Will Univac replace the timebuyer?

Paul Smith, president of Calkins & Holden, New York, thinks it will—in part. In a speech prepared for delivery at the American Assn. of Advertising Agencies convention last Saturday (see page 72).

Mr. Smith said:

"I suspect that some of the time-honored procedures of the advertising business could stand some reappraisal. What would happen, for example, if we related some of the purely time-consuming aspects of space and time buying, as they are now practiced in the average advertising agency's media department, to the spectacular new electronic date processing methods that have been developed for military inventory control or for some of the new, highly-complex missile systems?

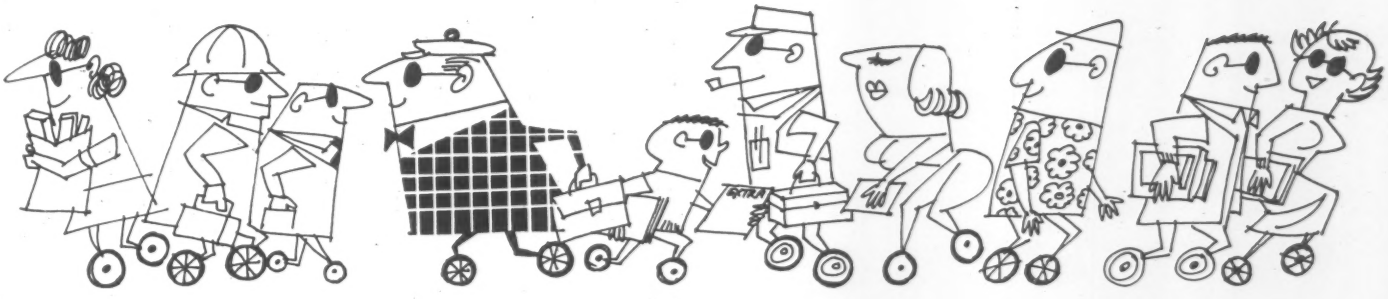
"I can visualize all of the information that is now contained in the *Standard Rate & Data* books all fed into the memory system of a modern computing machine. Add to this an index of editorial content, readership ratings, reader analysis by age, education, economic status, buying habits, ownership. Likewise take the fast and ever-changing data which must be evaluated in radio and television timebuying, the adjacencies and availabilities for radio time plus all of the constantly varying rates and feed them into such a computing machine. All of this data would be kept up to date hourly as new information was fed into the system.

"In order to draft a media program precisely tailored to any given budget and market requirements, all you would have to do would be to crank into the system the factors involved and the machine would come up with comprehensive and completely up-to-date media proposals in a matter of minutes instead of hours and days of clerical labor as at present.

"Some day this will be done. The techniques and the machinery to eliminate the paper work and drudgery are in existence today. This would provide more time for creative media people to apply their art to the very important intangibles of media selection."

Mr. Smith's speech explored "The Spectrum of Creativity." He cited the machine-tooled timebuyer of the future as "only a random example to illustrate that the opportunities for creative thinking in an advertising agency are not necessarily confined to the copy and art departments."

ANGELENOS



ARE DIFFERENT...

They practically live on wheels. In the U. S. A. only 6 *entire states* (New York, Pennsylvania, Ohio, Illinois, Texas, California) surpass Los Angeles' Metropolitan area* in car registrations. **SO IS KRCA!** It's the one TV station that's geared to the life Angelenos lead. That's why the SHELL OIL COMPANY used KRCA *exclusively* for their *TV News* campaign in automobile-riding Los Angeles. **KRCA CHANNEL 4 • LOS ANGELES • SOLD BY NBC SPOT SALES**

*Los Angeles and Orange Counties. Of course, KRCA sells in 2,300,000 homes in *five* Southern California counties.

NAB Conventioneers—

How much **EXTRA MONEY** will yo

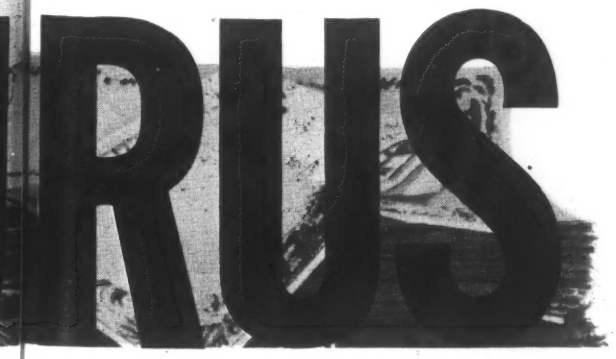
RCA

THIS AU

ll your station earn in the coming year?

Come on in!
The door to extra profits is wide open at
The RCA Key Club, Suite 2300.
You'll find out how to build a greener
picture for your station when you see
the exciting RCA Thesaurus
Library in action!

RCA THESAURUS LIBRARY SERVICE: The all-inclusive recorded library designed to give you a wide variety of sure-fire commercial features for making your station more attractive and effective for advertisers! Here's what you get: **1. SINGING COMMERCIAL JINGLES:** Attention-getting lead-ins for your commercials, assuring sponsors more effective advertising. Over 2,000 of these for more than 70 local sponsor classifications, plus shopping, time, weather, station break and holiday jingles. A bonus for your advertisers. **2. "SALES BOOSTER" CAMPAIGNS:** Series of fascinating recorded teaser features that attract greater sales for your sponsors. Jingle lead-ins capture interest, hold audience through commercial, then "pay-off" for sponsor and station. Now includes five saturation announcements: "Double Talk," "What's the Meaning of This Name," "Sound Advice," "Little Known Facts," and "Impersonations." **3. SHOW THEMES:** To introduce local commercial shows, like disc jockey, news, sports, home and farm, etc. Show Themes give your station a personality. **4. SHOW STOPPERS:** Adds a staff of 60 voices to your station! Library of over 360 recorded comic situations and lead-ins to commercials. Recordings with scripts that work your DJ's right into the act. Completely catalogued for easy daily use. **5. SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR** Merchandising Service for Sponsors: RCA Thesaurus' famous copyrighted promotion package that regularly brings stations $5,000 to $20,000 extra income annually. Operating manual gives step-by-step guide to greater profits. Test-proven and used by more than 400 stations, 20,000 merchants. Includes jingles, voice tracks by big-name stars, decals with your call letters for stores, and other features. Sells products . . . sells sponsors . . . promotes your call letters. **6. ECHO ATTENTION-GETTERS:** New, clever, uniquely effective device! Words such as "Startling," "Bargains," "Big Sales" . . . heard first in clear, then rapidly repeated on echo. A wonderful audience-alerter to lead into commercials. **7. COMMERCIAL SOUND EFFECTS:** Over 300 special sound effects, to add new impact to commercials. Now available to hypo sales in 35 different sponsor classifications. **8. MONTHLY RELEASES** of new commercial features. PLUS . . . monthly marketing bulletins, catalogues, and brochures to help you sell sponsors.



RCA Thesaurus offers a *complete* service including: The Lawrence Welk Show; Paul Whiteman's "I Remember When"; Over 5000 Musical Selections; Weekly Continuity Service; and Recorded Holiday Programs. Get the whole story of low-cost, profit-making RCA Thesaurus today! Call or write . . .

RCA **RECORDED PROGRAM SERVICES**

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200;
445 N. Lake Shore Drive, Chicago 11, Ill., WHitehall 4-3693;
134 Peachtree St., N. W., Atlanta 3, Ga., JAckson 4-7703;
7901 Freeway #183, Dallas 35, Texas, FLeetwood 2-3911;
1016 S. Sycamore Ave., Hollywood 38, Calif., OLdfield 4-1660.

51 on NBC-TV's Chicago-based *Dave Garroway Show* through McCann-Erickson, its agency for 42 years. According to Advertising-Sales Promotion Director John T. Lorick, C-N will "reconsider" use of broadcast, now limited to selected local tv participations. He points out that C-N has not used consumer print media this year.

BBB Notes Ad Trend To Voluntary Reform

Although the nation's Better Business Bureaus had to contact advertisers more often last year concerning advertising claims, fewer than ever before required referral to authorities. This trend toward greater voluntary correction for greater truth in advertising in all media generally was noted last week by the Assn. of Better Business Bureaus Inc., New York, in its analysis of activities for 1957.

The association reported 26,096 ads (all media) required contacts with advertisers (up from 23,351 in 1956) with 23,400 read in newspapers (21,915 in 1956), 840 heard on radio (635 in 1956), 683 seen on tv (594 in 1956), 72 read in magazines (56 in 1956) and 1,684 in other media (1,038 in 1956). Of the all-media total, only 493 ads or 2% required referral to authorities. In 1956, 652 ads had to be referred, or 2.8%.

The nation's Better Business Bureaus collectively handled 2.4 million inquiries in 1957 with only 15% dealing with complaints of any nature. The proportion in 1956 was 19% and had been as high as 29% in 1950. Radio-tv merchandise and servicing remained in sixth place among the top ten categories involving over 100,000 "inquiries of service" and ranked third among those categories showing disproportionate complaint ratios, "indicating need for overhauling their advertising and selling practices," the report said. Of 109,613 inquiries, 29,627 involved complaints. Two dozen trade practice conferences in the radio-tv merchandising field were held in 1957 to help improve the situation, the report said.

Broadcasters continued their on-air support of the BBB story last year, the report noted, with radio stations contributing 12,881 spots and 553 programs and tv giving 1,916 spots and 287 shows. Last week the national association previewed its new tv film, "The Better Business Bureau Story," via the NBC-TV closed-circuit network to local BBB officials in 150 cities. The half-hour color film was produced by Pathescope Corp. of America with William M. Nelson producer and Warren Murray director.

WALL-TO-WALL SOUND BY MASLAND

Masland's selling its carpets with a strong hook. The hook: a two-hour (6-8 p.m.) "spectacular" on CBS Radio May 4 costing $61,000 time & talent, pre-sold to the 97 million families tuned to 201 CBS Radio affiliates via 81 "Impact"' segments, costing an additional $89,100.

This wall-to-wall sound has been emanating out of CBS Radio headquarters in New York since April 7. By the time the *Masland Radio Color Roundup* goes off the air the evening of May 4, Americans-at-large will have been exposed to Masland's message for 16,200 commercial minutes, wrapped up into one big ball of wax comprising 270 station hours. CBS Radio Sales Vice President John Karol thinks the Masland program will be radio's answer to color tv spectaculars; certainly, it will be the first full use of subliminal perception—on radio.

Carpets aren't sold by hard-sell. People can do without carpets; to buy them, they must want them. To get them to make the final purchase requires only one thing: to put people in the right frame of mind—to see their livingrooms carpeted, first, then to get them to march into the dealer's showroom. Masland hopes to achieve that mood through a combination of music, words and drama—via radio.

The carpet firm's President Frank E. Masland — third generation Masland — apparently is convinced that radio, far better than tv, will sell his product, recession or not. Masland has tried tv; last year it bowed out of its daytime participations in CBS-TV's *Garry Moore Show,* returned to print. The firm's head believes "you can evoke color images and stir the sense through words and music." To make these images lasting and real, Masland's agency, Anderson & Cairns, New York, and radio producer Dee Engelbach, have assembled some of the highest-priced talent to come radio's way since NBC Radio, in a desperate move to stem the rising tide of tv, asked Tallulah Bankhead and friends to do *The Big Show.*

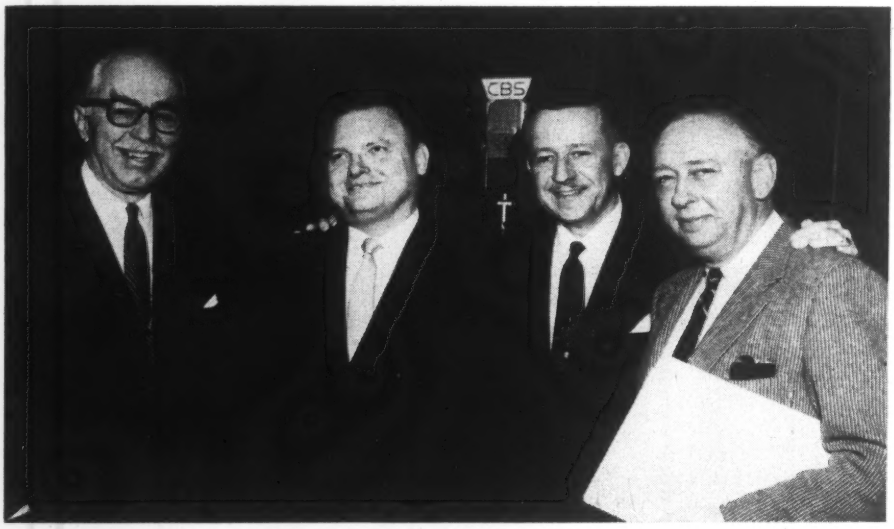
Among the "names" to be heard from: current Broadway stars Ralph Bellamy, Judy Holliday, Robert Preston; tv-film actor Andy Griffith, singers Eydie Gorme and Andy Williams, the Ray Charles Singers, the Ames Brothers, Edgar Bergen & friends and the "lush . . . plush" sounds of David Rose's 27-man studio orchestra.

Even the Masland commercials—soft-sell, of course—will be star-dusted. One of the tv copywriters: reporter-tv personality Dorothy Kilgallen, who will set aside her daily gossip column just long enough to fashion up some Masland "ear ads." She'll deliver them, as well.

Mr. Masland thinks the show will "bridge the gap between the consumer's imagining of colors and the actuality of colors as expressed in our product." For example, consumer X may doggedly maintain that the Masland blue is not the blue she had in mind. "Our job," says an A&C account man, "is to adjust her color perception."

The conventional approach, Mr. Masland admits, would be to take to print to show the product in four-color advertisements. "But," he says, "this would only be a partial solution because a color divorced from the 3-dimensional shape and texture of the object to which it belongs is somewhat of an abstraction." Masland therefore decided to create a mood in the listener's mind "in which the listener's imagination becomes actively preoccupied with color images. In keeping with such a mood, simple, straightforward descriptions of our carpet colors and the home decorating schemes in which they would have a role should be very effective." Producer Engelbach is convinced that "it's not just that easy to comprehend—unless you happen to be a psychoanalyst."

Those who are psychoanalysts, "hidden persuaders" or motivation researchers ought to have a few more things to digest come May 4; perhaps they may even give radio more credit than they have been up to now.



TAKING A BREAK *from preparing for Masland's radio extravaganza (l to r): Frank E. Masland Jr., head of the sponsoring carpet firm; producer Dee Engelbach; Galen Drake, who will deliver the commercials with Dorothy Kilgallen, and Victor Seydel, radio-tv director, Anderson & Cairns. According to CBS, the programming marks the first major purchase in network radio by the soft goods industry.*

DU PONT AWARDS FOCUS ON KRON-TV

This highly honored Foundation has cited KRON-TV "In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the communities served by it."

Public service is a Priority Project at KRON-TV, now selected among the country's larger television and radio stations for "... conspicuously demonstrating a healthy and continuing concern for the deeper and more permanent interests of the public."

KRON-TV SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

NAB

DDB Adds $2 Million, Recoups Billing Loss

It has taken Doyle Dane Bernbach, New York, only three weeks to recapture the estimated $3 million in billing it will lose early in June when Max Factor & Co. moves out of the agency. On Thursday the Northam Warren Corp., Stamford, Conn., announced that June 20 it would move its $2 million account from J. M. Mathes Inc. to DDB. Mathes has had the billing for 10 years.

Warren Corp. manufactures Cutex nail polish and accessories, Odorono deodorants and Peggy Sage nail polish. It is a tv-radio advertiser.

DDB officials pointed out at the time Factor and the agency announced their divorce [ADVERTISERS & AGENCIES, March 31] that the agency would seek another cosmetics account, and that therefore it would retain the Factor account group intact. Earlier this month, DDB acquired the $400,000 Benson & Hedges cigarette account (Philip Morris Inc.) from Benton & Bowles, the following week picked up the $900,000 Thom McAn shoe billings, resigned earlier by Ogilvy, Benson & Mather [ADVERTISERS & AGENCIES, April 14]. Adding all three together, DDB thus has added $3.3 million in commissionable billing; it had dropped, in addition to Factor, the $150,000 Regal Shoe Corp. account which DDB resigned two weeks before being named by McAn. Profit margin: $150,000.

KM&J Gets 'Hopalong' Deal

Appointment of Keyes, Madden & Jones to handle representation for William Boyd's uncommitted Hopalong Cassidy radio-tv packages and merchandising-franchising rights was announced last Monday by agency. As described by KM&J, agency will serve as "residual sales agent" for 104 half-hour radio programs (which left air few years ago), plus 12 full-hour tv shows "never before seen in their present form." New radio-tv program package to be offered to advertisers for regional spot use and, in case of tv series, to clients for possible network exposure.

Agency emphasizes package is separate from California National Productions' (owned by NBC) 30- and 60-minute tv "Hopalong" films, "although KM&J and CNP will work in close cooperation with any advertiser interested in an extension of tv coverage of this radio-tv package." Among merchandising resources: 11 Capitol record albums, newspaper comics, personal appearances and special material.

Ford Lining Up Network Plans For Next Season Sponsorship

Ford Div. of Ford Motor Co. is making its first moves in lining up network sponsorship for next season. The auto advertiser has picked up an alternate week sponsorship of *Wagon Train* on NBC-TV (Wed. 7:30-8:30 p.m.). Edsel (now in the Mercury-Edsel-Lincoln division), is participating in *Wagon* this season.

Ford Div. this season sponsors *Tennessee Ernie* Ford (NBC-TV) on an alternate week basis, *Zane Grey Theatre* (CBS-TV) and *Suspicion* (NBC-TV). Definitely out of the Ford picture for next season is *Zane Grey*. Ford also sponsored five hours during the season of the Lucille Ball-Desi Arnaz hour-long specials on CBS-TV. In radio, the $4.2 million (net billing) package *Ford Road Show* runs through Aug. 31 of this year. Ford holds an option for another 13 weeks to carry the package through the end of 1958 but as yet has not exercised the option. J. Walter Thompson Co., New York, is Ford's agency.

Foote Leaves Geyer, Returns to McCann

In a surprise move last week, Emerson Foote revealed that effective May 1 he was returning to McCann-Erickson, less than eight months after he resigned to join Geyer Advertising as board chairman. He will return to McCann as director, senior vice president and a member of the operations committee.

MR. FOOTE

Mr. Foote explained the move by saying, "My decision to return to McCann-Erickson is related not to my association with the Geyer agency but to my own background in advertising. I have concluded, after deep reflection, that my greatest personal usefulness is to a business with widespread operations such as those represented by McCann-Erickson."

B. B. Geyer, chairman of the executive committee at Geyer, said, "I have known Emerson for many years and I have enjoyed our recent association at Geyer Advertising. While regretting his resignation, I am pleased that he reached his decision promptly with the result that his leaving at this time will occasion no major inconvenience. He goes with the best of good wishes."

Marion Harper Jr., president of McCann-Erickson, said, "I am very happy to welcome Emerson back to the management of McCann-Erickson. As previously, he will be concerned primarily with the practice of creative advertising and marketing. We look forward to having him take up where he left off—as a colleague with exceptional human and professional gifts and as a strong contributor to the success both of our clients and McCann-Erickson."

Mr. Foote was with McCann-Erickson from 1951 to 1957. Earlier he had been executive vice president of Lord & Thomas, and a founder and president of Foote, Cone & Belding.

Lanvin Acquires Antoine Line

Lanvin Parfums Inc. is broadening its market base in preparation for expanding its television advertising budget, it has been reported. The perfumer heretofore has used spot tv on a limited, large-market basis.

The report of tv expansion came as Lanvin acquired Antoine cosmetics from the Lightfoot Schultz Div. of A-S-R Products. Antoine's major products are cosmetic creams and a hair set, to be handled separately from Lanvin's perfume line. Lanvin's 1957 volume is put at $9 million in the U.S. and $15 million in Canada. North Adv., Chicago, is Lanvin's advertising agency.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

April 29 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

April 28-30, May 1, 2, 5-7 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

April 28, May 5 (7:30-8 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

April 29 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.

April 30, May 7 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

May 1 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

May 1 10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

May 3 (8-9 p.m.) *Perry Como Show*, participating sponsors.

May 3 (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco through BBDO.

May 4 (7-7:30 p.m.) *My Friend Flicka*, sustaining.

May 4 (8-9 p.m.) *Steve Allen Show*, S. C. Johnson & Son through Needham, Louis & Brorby, Greyhound Corp. through Grey, and U. S. Time Corp. through Peck Adv.

May 4 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

May 6 (8-9 p.m.) *The George Gobel Show*, Liggett & Myers through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.

THINKING?

ABOUT MAKING MONEY

Announcing—the formation of the first organization of its kind—fulfilling a needed service to the Television Industry

DANIELS & ASSOCIATES: NEGOTIATORS, FINANCIAL CONSULTANTS AND APPRAISERS *SPECIALIZING* IN THE PURCHASE AND SALE OF COMMUNITY ANTENNA SYSTEMS.

Did You Know:

1. That it has been proven by eight years' experience that Community Antenna Systems continue to grow (a growth investment ideal for capital gains) and pay handsome returns on investment (a high income investment which makes financing relatively easy)?
2. That there is a Community Antenna System near you that would fit ideally into your present operations because the problems of personnel and management are minimized?
3. That cable systems require relatively small cash outlay because their stability of income affords easy financing?
4. That buying a cable system now reserves for the investor a ground floor position in the fast growing field of closed circuit television?

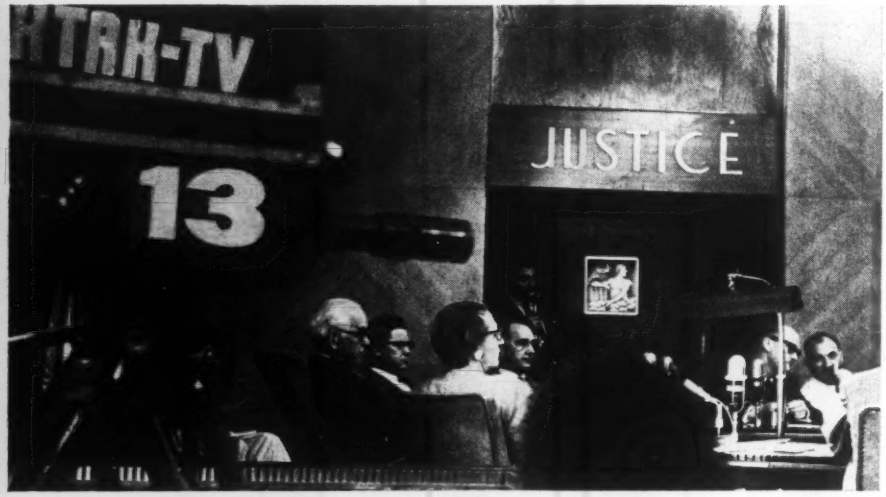
WE HAVE LISTINGS FROM THE LARGEST TO THE SMALLEST COMMUNITY ANTENNA SYSTEMS

INVESTIGATE AND INVEST IN THE COMMUNITY ANTENNA INDUSTRY

DANIELS & ASSOCIATES

1115 MILE HIGH CENTER, DENVER 2, COLORADO—AMHERST 6-3636

NEGOTIATORS, FINANCIAL CONSULTANTS, AND APPRAISERS
for the Purchase and Sale of Community Antenna Systems

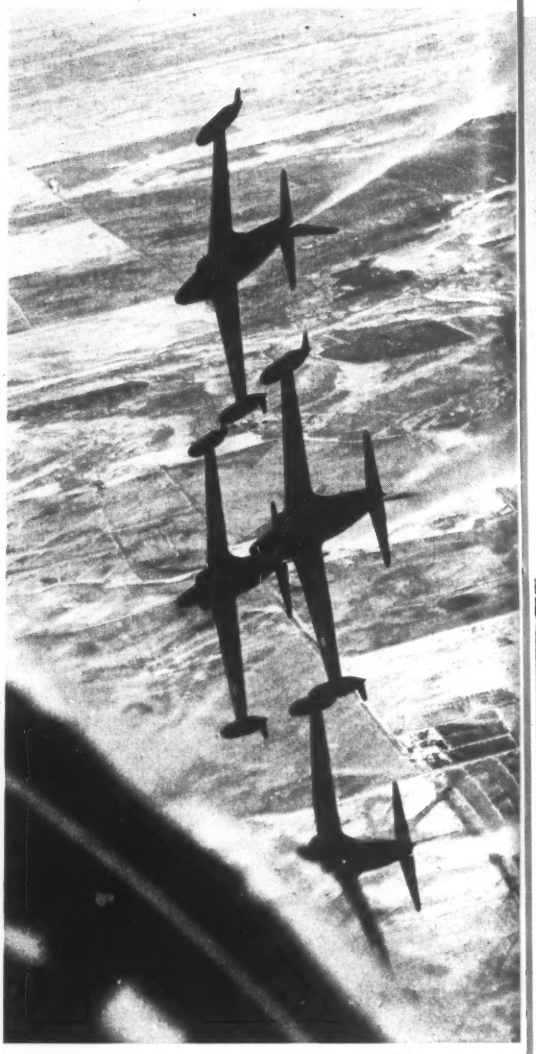


KTRK-TV cameramen were on hand to give complete and exclusive live television coverage to the sensational George Kesseler hearings . . . the *first* impeachment trial of a city official in the history of Houston.

FIRST - WITH A MEANING!

We have News for you!!!

When we speak of a "first" it's no idle boast! For the alert, experienced news staff of KTRK is ready to go anyplace, anytime, by any means to cover major news events. This competent team of reporters and photographers . . . working together round the clock . . . has the world at its fingertips with important concentration on local news. On-the-air or behind the scenes, the KTRK news staff is indeed a working staff! Endeavoring at all times to be timely, interesting and informative, KTRK-TV has become the station that is closest to the heart of Houston's family. Always . . . FIRST and BEST with the news!



KTRK's cameraman was the *first* TV news-cameraman to fly a complete exhibition routine in an F-80 jet. He accompanied the Redeye Flight Group, a precision unit of the Colorado Minute-Men Air National Guard.

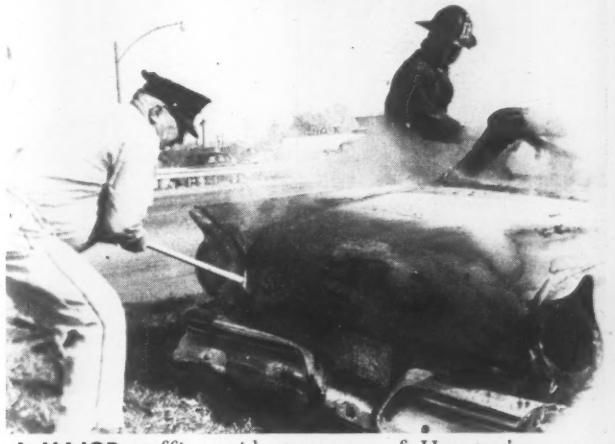
A NEWSWORTHY EVENT from any angle, Jayne Mansfield obligingly poses for a KTRK cameraman during a recent interview.

KTRK was the only station to have a cameraman aboard the inaugural flight of KLM Royal Dutch Airlines overseas service from Houston. Here, former Mayor Oscar Holcombe is welcomed to Holland by the Mayor of Amsterdam.

FIRST hand pictures of the Cameron hurricane-disaster were shot by ace cameraman Jim Whisenant flying through the eye of hurricane "Audrey" in a Navy hurricane hunter plane.

RAY CONAWAY, KTRK's News Director has an extensive background in radio and TV. His concise and comprehensive analysis of the news has earned his reputation of Houston's outstanding news commentator.

A RECORD BREAKING 10-inch rainfall broke the disastrous drought that plagued Texas, and KTRK cameramen recorded many unusual sights. Here, a family blithely goes water-skiing down a residential street.



A MAJOR traffic accident on one of Houston's expressways is no novelty, but an on-the-spot coverage that gets the complete story on the air in a matter of minutes is indeed news and typical of KTRK news.

JIM WHISENANT, KTRK's number one cameraman has a colorful background both as reporter and photographer. His keen news sense and awareness of the dramatic have been responsible for many of KTRK's "firsts"! ! !

KTRK-TV

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
National Representatives: Geo. P. Hollingbery Co., 500 Fifth Avenue, New York 36, N. Y.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

RUSTCRAFT LOOKING • Noyes & Co., Providence, asking availabilities for radio spot campaign for Rustcraft greeting cards to start in September using early morning periods before 9 a.m. and early evening after 7 p.m. Television spot schedule also may be used in fall.

ACCELERATION • Paris Auto Inc., distributor for French-made Simca auto in 13 states, is looking to radio to bolster 1957's sales figure of 10,000 cars. Through Fairfax Inc., N. Y., Paris auto is using 13-week radio campaign on following stations: WTIC Hartford, WELI New Haven, WDEL Wilmington, WWDC Washington, WBZ-WBZA Boston-Springfield, WFEA Manchester, N. H., WCFR Springfield, Vt., WJTN Jamestown, WNBF Binghamton, WALL Middletown, WHEC Rochester—all N. Y. Also: WEAN Providence, WEIL Philadelphia, WACD Kittanning, Pa., WCHS Charleston, W. Va., WCAE Pittsburgh, WNEW New York and WBEN Buffalo. Musical jingles by pianist Stan Freeman will highlight Simca's economy factor.

TOY TIME • In what was described as "an unusual move in highly seasonal toy business," Nichols Industries Inc., Jacksonville, Tex., has signed for 52-week sponsorship of Ziv Television Programs' *Cisco Kid* series, starting in late April, on KSLA-TV Shreveport, La., where commercial approaches will be tested. Company plans to place series in several other markets later this spring and summer. Commercials for Stallion brand pistols will feature Duncan Renaldo, star of *Cisco Kid*.

POWDERED PUSH • Extensive spot radio and tv campaign, plus network participations in both media, has been set by Perkins Div. of General Foods Corp. for its Kool-Aid soft drink powder, starting this month. Agency is Foote, Cone & Belding, Chicago.

Schedule calls for commercials on ABC-TV's *Mickey Mouse Club* and CBS-TV's *Captain Kangaroo*, beginning in April, and daily participations on Don McNeill's *Breakfast Club* on ABC, starting in May.

Spot tv campaign is described as "largest television commercial schedule" in Kool-Aid's history, planned for "many markets." Additionally, magazines and outdoor posters will be used.

RADIO TRIO • A new order and two renewals on CBS Radio, representing about $750,000 gross, included: renewals by Clairol Inc., through Foote, Cone & Belding, for weekly five minute "Impact" segment of *Galen Drake Show* for 13 weeks, effective April 18; Standard Brands, through Ted Bates & Co., for weekly quarter hour segment and an extra quarter hour every fourth week for 52 weeks beginning June 3, and a new signing by Nylonet Corp., via McCann-Erickson, Chicago, for weekly 7½-minute segment of daytime dramas for 13 weeks, effective April 18.

BRIEF ENCOUNTER • Shulton Inc., out of network tv since early this year when it and Lever Bros. dropped out of Tues., 8:30-9 p.m. slot *(The Eve Arden Show)* is considering return to network—but only on participation and/or one-shot basis. Reason is Shulton's annual Father's Day push on behalf of Old Spice toiletries line, this year scheduled for June 15. Shulton has consistently bought CBS-TV presentations but has made no commitment to any particular network. Network push—if and when—will be supplemented by radio spot (60 stations, 48 markets) and possibly some tv spot activity too, latter as yet undetermined. Wesley Assoc., N. Y., is Shulton agency.

COMEBACK TRAIL

Kudner Adv., New York, which has been staggering in recent months under a loss of about $30 million of a total $60 million in billing, indicated last week that the agency is preparing for a comeback. Kudner inserted paid advertisements in the *New York Times*, the *New York Herald Tribune* and the *Detroit Free Press* that reflected the agency's fighting mood. The ad is illustrated with a charcoal drawing of a fighter on his hands and knees headlined: "Pride is a guy with rosin on his pants." Copy carries out the theme of the fighter who gets up and "wades in with every thing he's got."

Since last December Kudner has lost about $30 million in General Motors business, including Buick, Frigidaire and GMC Truck & Coach divisions. A spokesman for the agency said last week that the company's advertisement prompted "a lot of excitement" from executives in the advertising business and quoted the official of one client that Kudner formerly handled as commenting "Why didn't you write that kind of copy for us when we were in your shop?"

LABOR NEWS • In commemoration of its 70th anniversary, International Assn. of Machinists (AFL-CIO), will sponsor special dramatic program on ABC Radio May 4 (6:30-7 p.m.) entitled *Boomer Jones*. Story of a journeyman machinist will be produced by M. S. Novik. Furman-Feiner, N. Y., is agency.

SHOW TIME • Westclox Div. of General Time Corp., N. Y., will sponsor "Wonderful Town," property recently acquired by CBS-TV, to be presented as a special two-hour color musical next November with Rosalind Russell recreating her original Broadway role. Program will be produced by Joseph Fields and Robert Fryer. Agency: BBDO, N. Y.

BUYING SLATE • Washington State Potato Commission, through Howard J. Ryan & Son, Seattle, has ordered 11 participations on NBC-TV's *Today* (Mon-Fri. 7-10 a.m.) starting July 24; Time Inc. *(Time)*, N. Y., through Maxwell Sackheim & Co., N. Y., has ordered three participations on *Today* and two participations on *The Jack Paar Show* (Mon.-Fri. 11:20 p.m.-1 a.m.) effective immediately; Ben Mont Papers, Bennington, Vt., through Woodward, Voss & Hevenor Inc., Albany, has ordered three for *Today* and two for *Paar* scheduled during December; Jackson & Perkins (rose bushes), Newark, through Sackheim, has ordered three *Today* participations effective immediately.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

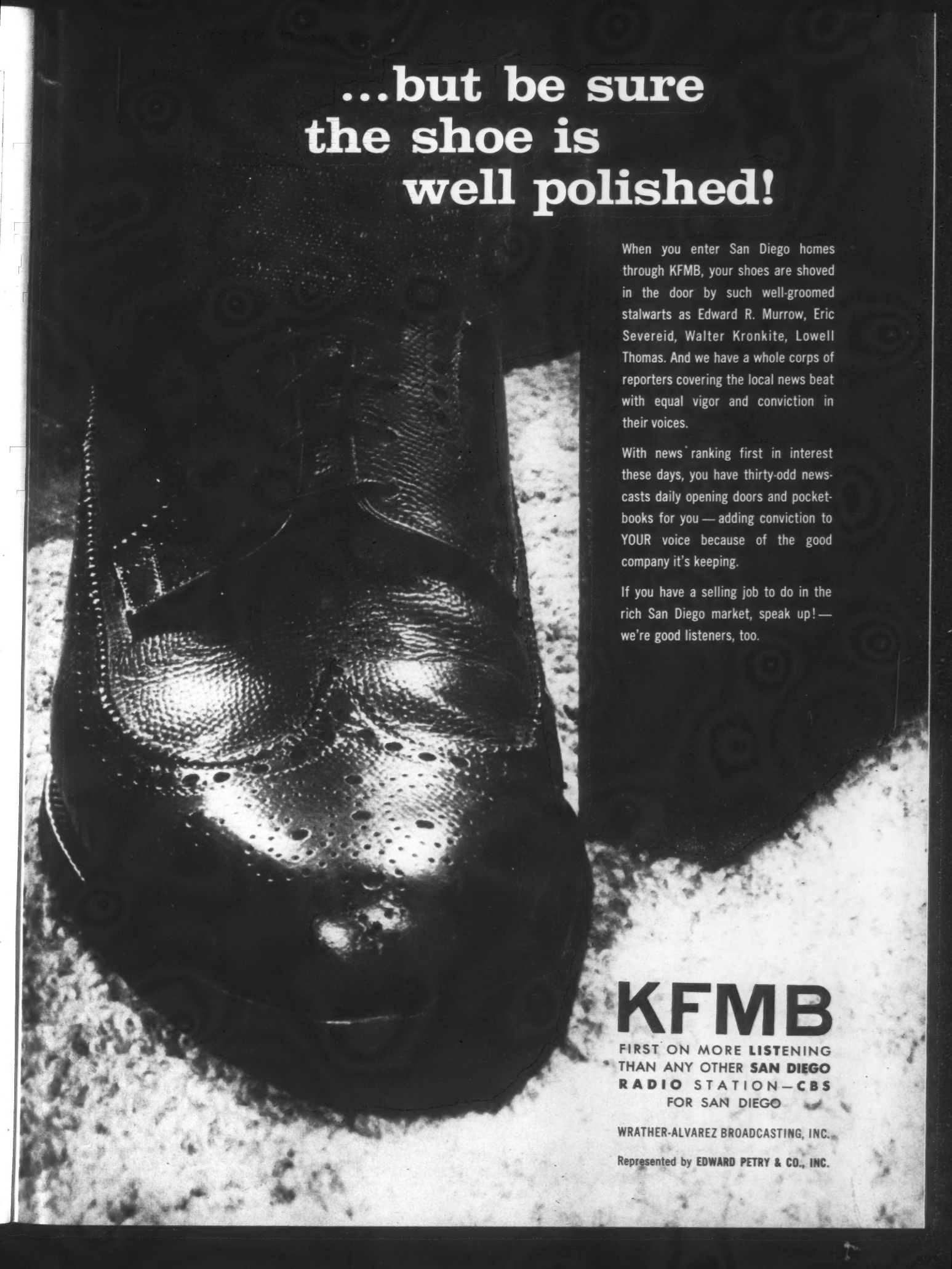
There were 124,782,000 people in the U. S. over 12 years of age during the week April 13-19. This is how they spent their time:

69.8%	(87,098,000) spent	1,725.4 million hours	WATCHING TELEVISION
59.7%	(74,495,000) spent	1,011.6 million hours	LISTENING TO RADIO
83.6%	(104,318,000) spent	405.6 million hours	READING NEWSPAPERS
34.1%	(42,551,000) spent	188.2 million hours	READING MAGAZINES
20.0%	(24,910,000) spent	242.4 million hours	WATCHING MOVIES ON TV
24.4%	(30,426,000) spent	121.2 million hours	ATTENDING MOVIES*

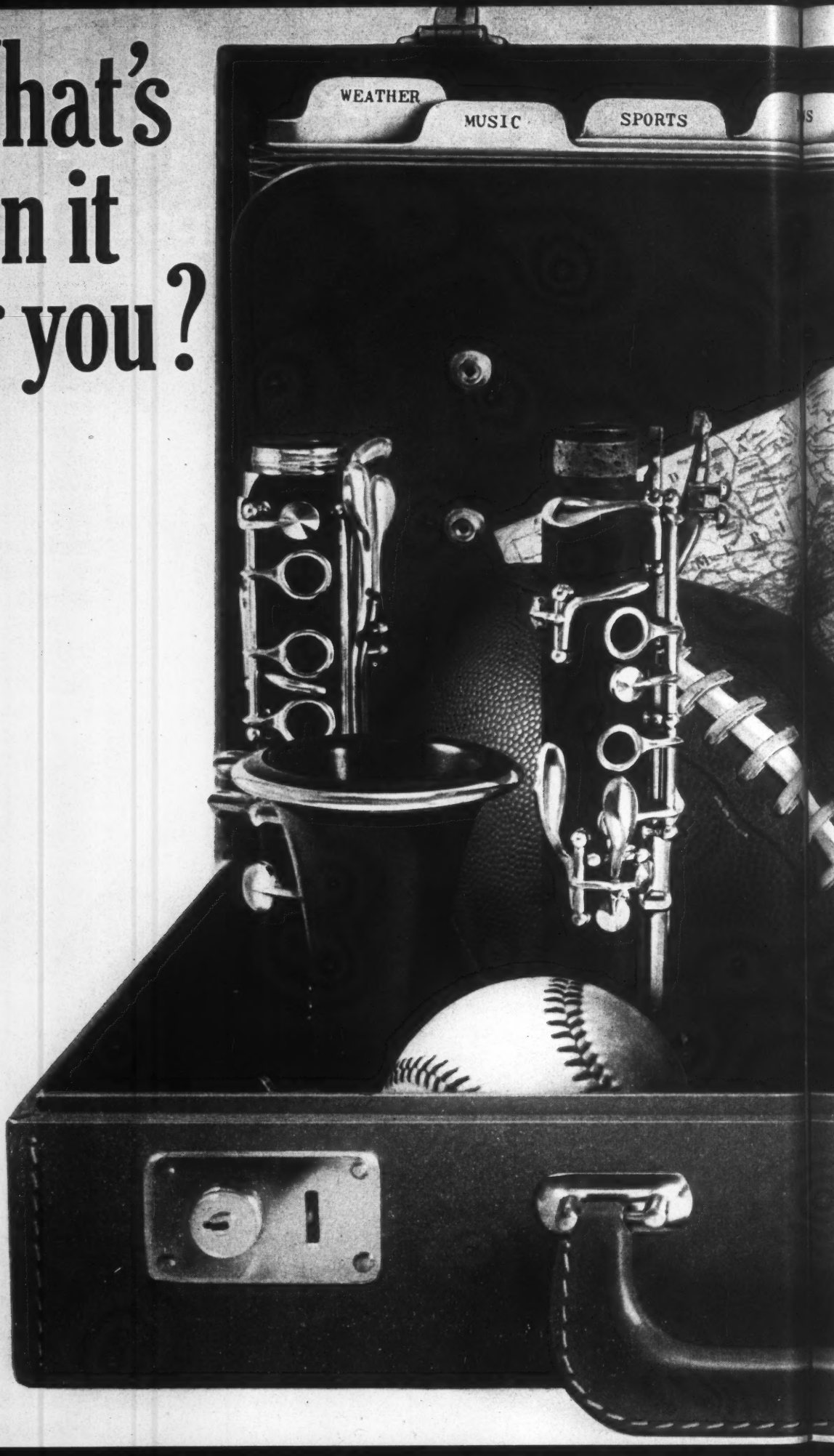
These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

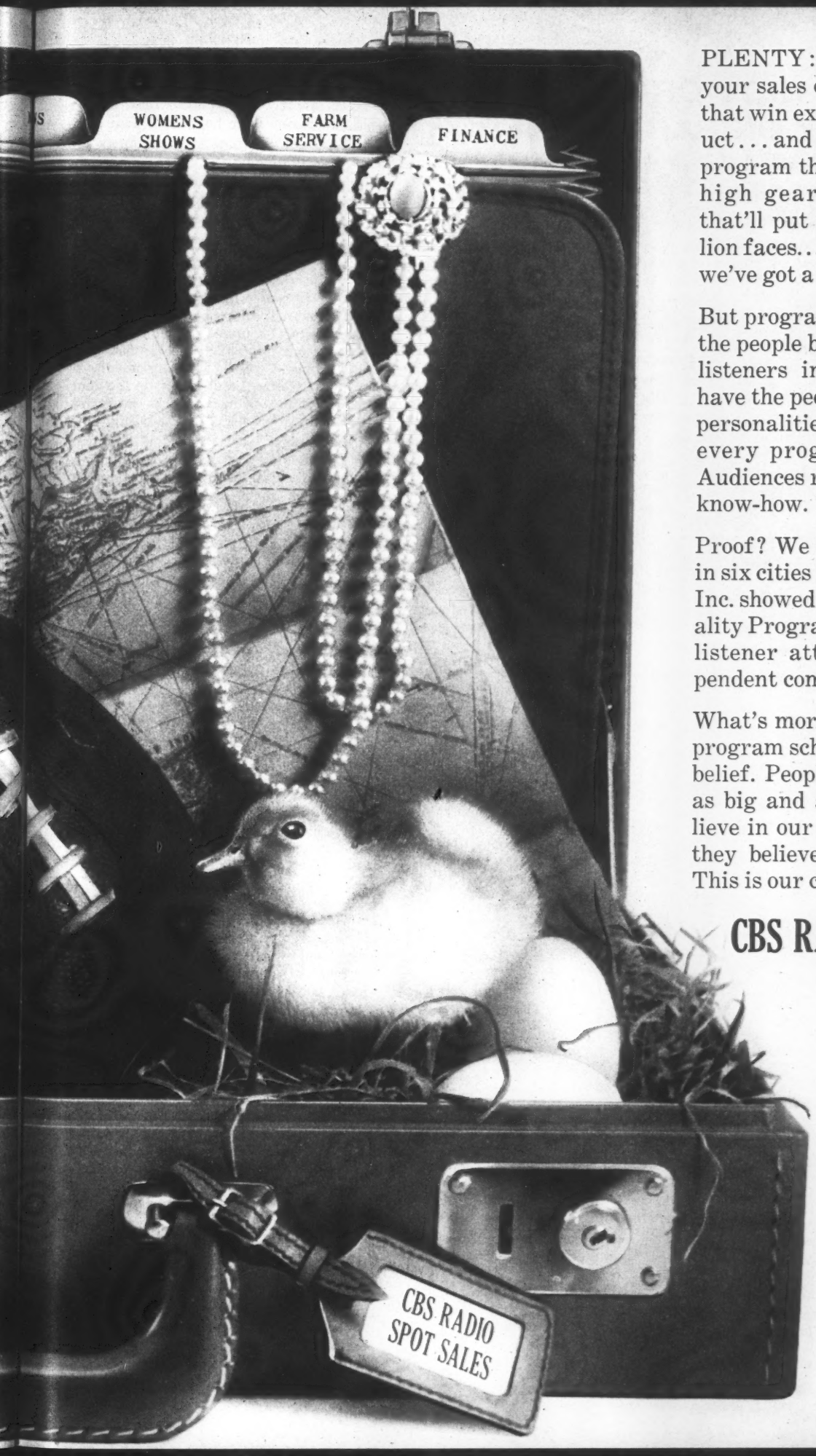
* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of April 1, Sidlinger data shows: (1) 107,687,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,714,000 U. S. households with tv; (3) 45,888,000 tv sets in use in U. S.


...but be sure
the shoe is
well polished!
When you enter San Diego homes through KFMB, your shoes are shoved in the door by such well-groomed stalwarts as Edward R. Murrow, Eric Severeid, Walter Kronkite, Lowell Thomas. And we have a whole corps of reporters covering the local news beat with equal vigor and conviction in their voices.
With news ranking first in interest these days, you have thirty-odd newscasts daily opening doors and pocketbooks for you — adding conviction to YOUR voice because of the good company it's keeping.
If you have a selling job to do in the rich San Diego market, speak up! — we're good listeners, too.
KFMB
FIRST ON MORE LISTENING THAN ANY OTHER SAN DIEGO RADIO STATION — CBS FOR SAN DIEGO
WRATHER-ALVAREZ BROADCASTING, INC.
Represented by EDWARD PETRY & CO., INC.

What's in it for you?





PLENTY: Live Music to swing out your sales campaign. Sports events that win extra points for your product... and that's not all. A Farm program that'll put your tractor in high gear. A Women's feature that'll put your cosmetic on a million faces.... You name the product; we've got a program that can sell it.

But programs alone don't do it: It's the people behind them that convert listeners into customers. And we have the people—over 200 top-flight personalities that breathe life into every program and commercial. Audiences respond to this vigor and know-how. They respect it.

Proof? We have it: A recent study in six cities by Motivation Analysis, Inc. showed clearly that our Personality Programming gets far greater listener attention than the Independent competition.

What's more, the very scope of our program schedule inspires audience belief. People think of our stations as big and authoritative. They believe in our programs. And finally, they believe in *your* commercials. This is our case. It can be yours.

CBS RADIO SPOT SALES

WCBS, New York
WBBM, Chicago
KNX, Los Angeles
WCAU, Philadelphia
WCCO, Minneapolis-St. Paul
WEEI, Boston
KMOX, St. Louis
KCBS, San Francisco
WBT, Charlotte
WRVA, Richmond
WTOP, Washington
KSL, Salt Lake City
WMBR, Jacksonville
KOIN, Portland
CBS Radio Pacific Network
and CBS Radio
New England Network.

MOORE HITS NETWORK PRACTICES IN TESTIMONY ON BARROW REPORT

- **KTTV (TV) head renews attack on option time, must buys**
- **FCC hearing's next sessions slated for May 12-13**

Richard A. Moore of independent KTTV (TV) Los Angeles, who has been chipping away for 2½ years at the option time and must-buy business practices of the tv networks, got in his licks again last week in testimony before the FCC in its hearing on the Barrow report.

In an all-day-Tuesday presentation the KTTV president repeated his charges, made previously to the Barrow Network Study Staff and two congressional committees, that option time and must-buy practices violate the antitrust laws. Concentrating his attack on these two disputed practices, Mr. Moore backed down from his former request on "exclusive dealing"—that a tv station be prohibited from getting more than 75% of its programs from the same source.

The main import of Mr. Moore's 62-page statement: Option time and must-buy arrangements, both illegal, are being used by the tv networks as a "shield" to protect them from free competition by other program sources—option time serving to deny the advertisers access to prime station time except on the network and must-buys requiring the advertiser to accept a market (or a station) that he does not want.

The Moore statement was supported by a 42-page legal brief offered by his attorney, Lloyd A. Cutler of Cox, Langford, Stoddard & Cutler, Washington, arguing that option time and must-buy practices are violations *per se* of the Sherman Antitrust Act, option time being closely similar to the block-booking practices declared illegal by the U. S. Supreme Court in the Paramount Case of 1948, and must-buy constituting a "tying arrangement" and "a refusal to deal."

Mr. Moore hammered repeatedly at the "shielding" effect given to networks by option time and must-buys to the detriment of non-network program producers and stations. Although the two practices do not affect competition among the networks themselves, he said, they protect the networks from free competition by others. He said the restraints effected by the two practices "seem to be acknowledged," but that the networks justify them as "a necessary means of subsidizing financial prosperity for themselves sufficient to maintain their existing levels of operation."

Without saying so in so many words, the KTTV president left the impression that network programs could stand a lot of improvement and that once the networks are forced to enter competition with others on the merit of programs alone, they will respond by improving their programs, particularly live broadcasting of "important public events." On the other hand, any networking system which depends on "subsidy" or "a shield" against competition will grow "increasingly sterile," he said.

Independent KTTV, he said, is "constantly being defeated" in its efforts to acquire high-quality programs because the networks control other markets by option time. This control discourages production of high-budget programs by independents unless they are assured on getting them on the networks, he added, saying this leaves KTTV with access to only inferior or second-run programs.

He cited instances in which KTTV had signed for new programs being offered only to find its contract canceled when the producer managed to sell the program for network release.

KTTV cannot get programs from national advertisers, he said, because the networks' must-buy policy requires that the program be placed on the network affiliate in Los Angeles and the advertiser is forced to use the Los Angeles affiliate if he gets access to other affiliates in other parts of the country. The "most repugnant" form of the must-buy arrangement, he said, is in the case of a filmed program owned by an advertiser when the same condition prevails even though no network facilities are needed to program the film.

KTTV'S MOORE
He re-emphasizes network beliefs

Saying that option time and must-buys are contrary to the public interest even without consideration of the antitrust issues, Mr. Moore then turned his attention to rebuttal of arguments which have been made in behalf of option time and must buys.

Mr. Moore said the networks urge that the FCC make a finding that the networks cannot continue to operate and perform services as at present unless they have a rule authorizing three hours of option time. This, he said, is "not proper," unless the FCC "elects to treat the networks as common carriers." A decision that option time is essential cannot possibly be made without going into other problems of network business, he said.

The KTTV president felt that the need for option time "cannot possibly" be assessed without determining whether the network rates are too high or too low. And, he said, the FCC cannot determine whether option time is necessary without "first passing judgment on the appropriateness of every other element that makes up the complex structure of the network—programs, rates, salaries, practices, salesmanship, etc."

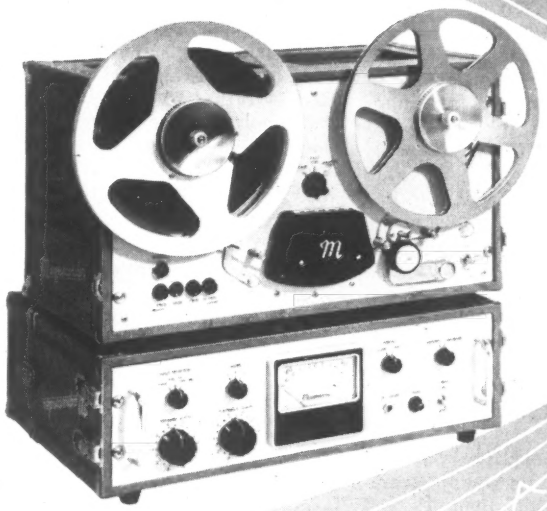
Commenting on a network argument that option time is necessary to guarantee the network clearances for the production costs of high quality programs, Mr. Moore felt that program clearance should be based on "merit" and should not be assured of clearance in advance. He thought that networks would seek to develop high quality programs without option time and noted that two of CBS-TV's "most ambitious and most important programs," *Studio One* and *Playhouse 90*, were conceived, sold and cleared without options.

Turning to the network argument that loss of option time will bring a gradual "erosion" of networking through station failures to clear network programs, Mr. Moore said a station "presumably" replaces a program with what it believes to be a superior program, but that CBS-TV has made the point an affiliate may choose a non-network program because it brings a higher return. CBS thus desires a shield against a competitor who can offer a better program or offer a better price to the station, he said.

Mr. Moore then took up several pages to make the point that "good" network programs will get high clearances whether or not they are in option time, while poor programs will disappear from the air if not protected by option time.

The KTTV president compared a chart showing a hypothetical "checkerboard" pattern of clearances predicted by CBS if option time were not in effect with a similar chart prepared by KTTV from what he said were actual clearances in non-option prime periods for the week of April 12-18, 1958. The two charts, as shown by Mr. Moore, covered 60 top markets where CBS-TV has primary affiliates. The chart made by KTTV on non-option time clearances showed much higher clearances and less of a "checkerboard" pattern than the CBS chart.

Mr. Moore charged that the "erosion" argument is "a pessimistic, hypothetical view" which presupposes poor sales ability by the network and added: "The natural competitive process must determine what programs America will see and there is no regulatory formula which can or should be applied to prevent erosion where the surface is soft and will yield to the erosive effects of



Magnecord

P-75

EDITOR II

If you want the peak in performance—the maximum in dependability, here is your tape-recorder. This is MAGNECORD at its best. In more than 80% of all broadcasting stations coast to coast, both in radio and TV, Magnecord is the name that symbolizes DEPENDABLE PERFORMANCE!

new, rugged, wonderful!

quality and specifications guaranteed!

and the famous M-90

The aristocrat of the professional tape recorders. Supreme in its field—never excelled and seldom equalled in performance. Illustrated here you see rich and rugged "Maggie" in a brand new console.

In our new design, engineering and production facilities at Tulsa, Quality Control is the watchword. We are now able to place an absolute and irrevocable GUARANTEE ON SPECIFICATIONS AS WE ISSUE THEM and we invite you to WRITE TODAY to our authorized representative for full details on the NEW ALL THROUGH P-75 EDITOR.

No other tape-recorder on the market can satisfy the professional demand for rugged, day-to-day dependability with highest quality—that MAGNECORD now GUARANTEES! Catalogue and spec sheets available now . . .

Write your distributor or direct to

MAGNECORD

Division of

Midwestern Instruments, Inc.

41st and Sheridan, Tulsa, Oklahoma

superior competition."

The KTTV head charged that CBS has placed the burden of proof on the FCC "and other witnesses" as to whether abolishment of option time would erode network clearances. It is up to CBS to submit this proof, he said, adding he does not believe CBS could prove erosion.

Mr. Moore then criticized two "pet myths of the network world which have been repeated so often they are now taken for granted"—simultaneity and audience flow. He charged that there is no such thing as simultaneous network telecasts because the country is divided into four time zones and said the major argument for the network variety of simultaneity is to make it easier for the advertiser to publicize his program. Delayed broadcasts and variances among communities in the use of Daylight Saving Time, plus other network practices in cross-country broadcasting makes the network telecasting pattern "an incredible checkerboard," he said.

He took a sideswipe at network policies on the use of videotape for delayed broadcasts, saying the networks "apparently have refused permission for an affiliate to tape network programs for broadcast at a later time more suited, in the station's judgment (as compared to the network's judgment), to the convenience of the local community."

Mr. Moore was completely skeptical of the "audience flow" concept. "The notable successes have all won that success purely on program appeal regardless of what preceded or followed them," he said.

The KTTV executive said the lack of a need by networks for must-buys is demonstrated by the experience of ABC-TV, which has no must-buy policy. The practice destroys station initiative, he said, because the station is assured a network sponsor cannot place his program on a competing station on a spot basis. He cited instances in which NBC-TV waived its must-buy rule on *Life of Riley* and the program was carried on a syndicated basis on many stations for six years. A similar relaxation by CBS-TV made *Person to Person* available to advertisers on a regional basis in certain areas.

Mr. Moore felt these beneficial results would follow prohibition of option time and must-buys: the station licensee will take charge of his own schedule; more local advertisers will have access to tv and the tv station will get more local business; independent stations will survive and service to the community will improve.

The KTTV president said he has arranged to carry three NTA Film Network programs and is holding up sale of these programs locally to see if NTA can sell them on a national basis. But there won't be any option time arrangement, he promised.

Answering questions, Mr. Moore said that without option time the best programs available will gravitate toward 7:30-10:30 p.m. as that is the peak viewing period.

Asked if he felt "first call" and "territorial exclusivity" provisions of affiliation contracts are restrictive, he said they are, "but not in a tying way." He took no position on them.

Mr. Moore was questioned on why he changed his position from his former request that a station be prohibited from getting more than 75% of its programs from the same program source. He denied that KTTV had changed its views because 25% of KTTV was purchased by Loew's Inc. in a deal involving KTTV use of subsidiary MGM's library of 770 feature films over a seven-year period [FILM, Aug. 20, 1956]. MGM also produces film for tv.

Mr. Moore said he does not object to network use of a "minimum buy" (minimum dollar amount) practice if the stations to be used are not specified. ABC-TV uses this method.

The hearing resumes May 12-13 with testimony from spokesmen of stations represented by CBS Spot Sales—Glenn Marshall Jr. of WMBR-TV Jacksonville and Jay W. Wright of KSL-TV Salt Lake City—and NBC Spot Sales—a representative of WAVE-TV Louisville, who along with Edward Petry of Edward Petry & Co., station representative, are expected to support network spot sales representation and certain other practices.

Expected to take the opposite view are these spokesmen representing Station Representatives Assn.: John Blair, Blair Tv and Blair Tv Assoc.; Lewis H. Avery, Avery-Knodel; Eugene Katz, Katz Agency; Frank Headley, H-R Tv, and Lloyd Griffin, Peters, Griffin, Woodward.

Later testimony will come from Committee for Competitive Tv and a list of individual stations.

Celler Calls for Overhaul On Conflict of Interest Laws

Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and its Antitrust Subcommittee, Friday called for an overhaul of the "confused" laws barring conflicts of interest by government officials and employes.

At the same time, Rep. Celler released a subcommittee staff report that recommends several changes in the existing laws. He said these laws should be "revised, simplified and coordinated in order more effectively to prevent unethical practices while at the same time preserving the dignity of government service. . . ."

The report deals primarily with six conflict of interest laws, designed to "assure impartiality and to protect the integrity of the federal service." Current regulations, the report maintains, have so many gaps and exemptions that they neither protect the government adequately nor clearly inform the employes of their obligations.

One provision of the staff recommendations would give the President power to declare void any contract, license, grant (such as a tv grant) or other benefit consummated in violation of the proposed rule changes.

Rep. Celler said the recommendations were made public "for the purpose of discussion" and stressed they do not necessarily represent the subcommittee's views. Rep. Kenneth Keating (R-N.Y.), ranking minority member of the subcommittee and parent committee, said he will seek prompt hearings on the report.

Multi-Channel Trouble In One-Station Market

KLTV (TV) Tyler, Tex., which should be enjoying the advantages of being the only tv station in its market, was in trouble last week and called on the FCC for succor.

The trouble was with a community antenna television system which not only is bringing in signals from stations in Dallas-Fort Worth (100-125 miles away) and Shreveport (100 miles away)—representing the programs of all three networks—but also is picking up KLTV's own signals. KLTV is an NBC affiliate.

The crowning blow for KLTV: East Texas Transmission Co., under common ownership with Television Co., the CATV System, has applied to the FCC for eight microwave facilities to improve the quality of signals from Dallas-Fort Worth and Shreveport.

KLTV's complaint about the "pirating" of its own signal is that the CATV firm retransmits KLTV's ch. 7 signals on ch. 6, resulting in a poor quality picture. KLTV's big fear: that the CATV firm, with the proposed improvement in transmission of the three distant tv stations, will continue to carry a poor quality KLTV signal or, worse, drop the KLTV signal altogether.

The Tyler tv outlet asked the FCC to designate the microwave applications for hearings—which the FCC is empowered to do since it involves on-the-air transmission. (FCC has disclaimed jurisdiction over straight CATV operation, which doesn't involve air transmission [GOVERNMENT, April 7]).

The microwave facilities, KLTV says, will allow the CATV system to bring better signals to the urban parts of Tyler, Jacksonville and Palestine—all in the Tyler station's coverage area—and will force KLTV to depend to a large degree on the population of Longview and sparse rural parts of northeast Texas for audience.

The CATV firm's operations already have resulted in network advertisers' failure to buy KLTV because of duplication, lower network rates for the same reason and an absence of the advantages usually enjoyed by a station in a single-station market. KLTV also has to pay its own line charges, the petition said.

KLTV noted that the CATV system picks up the signals of the Shreveport outlet (KTBS-TV) despite that station's protests and that of NBC, its affiliate, and other program suppliers.

The adverse impact of a CATV system was given as the reason for the demise of KGEZ-TV Kalispell, Mont., according to station owner Frank Reardon, who two weeks ago complained to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Mr. Reardon said the FCC has affirmatively aided CATV systems by granting them microwave signals with which to "import" the signals of distant metropolitan stations [GOVERNMENT, April 21].

CBS Television Film Sales, Inc.

is holding "open house" during the NAB Convention. Members of our sales staff will preview our newest programming and merchandising innovations... introduce you to some of our famous film personalities... talk over your particular film programming problems. Discover for yourself why ours continue to be "the best film programs for all stations." Come see us at **THE BILTMORE**

HEARINGS OPEN ON ETV SUBSIDY

- **Magnuson says federal support is 'must' legislation**
- **First day's witnesses uniformly back Senate proposal**

The Senate Interstate & Foreign Commerce Committee last Thursday began hearings on a bill (S 2119) introduced by its chairman, Sen. Warren Magnuson (D-Wash.), which would provide up to $1 million to each state and territory for educational television.

"This bill will accelerate the use of tv in our schools, colleges and in adult training programs," Sen. Magnuson stated in opening the hearings. Grants authorized under the bill would be used by states exclusively for the purchase of equipment and facilities required for etv. The states, in turn, would have to provide land, buildings and the cost of operating and maintaining equipment.

"Unless the federal government takes the initiative, offers the impetus and contributes to the costs, a great educational potential . . . will be lost," the chairman said, adding, "Its cost in actual dollars is modest [a maximum of $49 million]."

Sen. John W. Bricker (R-Ohio), ranking minority member of the committee, said he "most heartily agreed" with Sen. Magnuson's statements and that Congress does not dare pass up tv as a medium for education. Sens. Mike Monroney (D-Okla.) and Ralph Yarborough (D-Tex.), both committee members, also made statements favoring the bill.

Sen. Magnuson criticized reasons given by the Health, Education & Welfare Dept. against enactment of the measure as the very reasons the bill should be passed. HEW, which would administer the funds under the bill, said the proposal is unnecessary, that it would result in "administrative and other difficulties" and that state commissions do not have the necessary trained personnel to carry out an etv program.

Sen. Strom Thurmond (D-S. C.), a member of the committee and a strong states-righter, wondered where the government would get the money to finance the bill. He said etv falls under jurisdiction of the individual states and they "had better begin to assume the responsibilities within their jurisdiction." Sen. Magnuson replied: "I don't care where we get it [money]," but federal subsidy of etv is a "must."

The day's first witness, Rep. Stuart L. Udall (R-Ariz.), is the author of a similar bill in the House. He said there is a tremendous lag in the use of tv in education, due primarily to a lack of money. If the bill becomes law, he said, Arizona will have etv within a year; if not, it will take 8-10 years.

He accused HEW of an "astonishing lack of vision" in opposing the bill, which would have a "tremendous effect" on elementary and secondary schools. While Rep. Udall was on the stand, Sen. Yarborough said lobbyists of commercial tv interests have defeated all proposed state appropriations for etv in Texas in their continuing fight to secure unused channels. "I think that is happening all over the country," Sen. Magnuson replied.

Testifying for the FCC, Comr. T.A.M. Craven said the Commission "does not have any special competence as to whether or not federal appropriations should be used" for etv. In answer to a question by Sen. Magnuson, Comr. Craven said that from his "own personal point of view, I am in favor of the bill."

He explained the FCC's Sixth Report & Order of 1952 which reserved tv channels for educational use (there now are 256 so reserved). Of 671 vhf channels, 85 (12.7%) are reserved for etv and 171 (11.3%) of 1,519 uhf channels have an educational stipulation, he said.

Sen. Magnuson praised the FCC for "resisting efforts of commercial interests who try to take over tv channels reserved for educational purposes."

William C. Friday, president of four North Carolina state universities, told how his state had placed educational WUNC-TV Chapel Hill on the air in January 1955. He said WUNC-TV, with the aid of funds proposed in the Magnuson bill, could extend its coverage to include the entire state.

"Fund-raising for etv has been and will continue to be a herculean task," he said. "At this point in our development in North Carolina—and the case is similar throughout the nation—we need help wherever we can find it."

Ben Adler, president of Adler Electronics Inc., said he fully supported S 2119 but that "the problem is more than a matter of making funds available. . . ." A manufacturer of low-power tv equipment, Mr. Adler cited the need for revision of FCC translator rules to permit "widespread multichannel distribution of lesson programs for maximum fulfillment of the objectives that are rapidly becoming obvious to the educators."

He said the cost of etv stations under existing FCC rules is "out of the range of most educational institutions. . . . With the existing spectrum space, tv for education cannot possibly develop much beyond an enhancement of the visual aids concept."

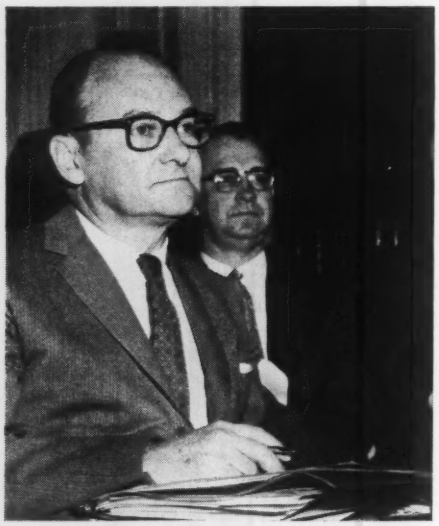
Richard B. Bell, director of Ohio State U.'s WOSU-TV Columbus, said S 2119 could break the "impasse" in the lack of funds for etv. However, he objected, as did other witnesses, to the bill's provision that to receive financial assistance etv stations must be under state public school supervision.

A commercial broadcaster, Raoul A. Cortez, said the bill as drafted overlooks the possibility of cooperation with commercial stations. Mr. Cortez, president of KCOR-AM-TV San Antonio, stressed the important role his stations have played in educational programming. Ch. 41 KCOR-TV requested FCC authority to operate share-time with an etv station on reserved ch. 9 San Antonio. This application was denied early last month.

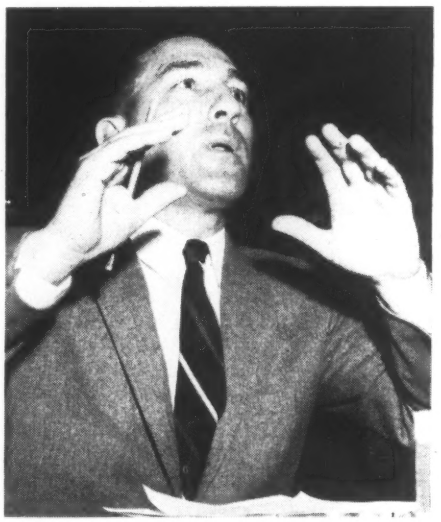
William M. Brish, superintendent of schools in Washington County, Maryland, explained the operation of that county's now famous closed-circuit tv system. Financed in part by the Fund for the Advance of Education, the Hagerstown, Md., based operation now is sending educational programs into all the county's 48 schools on six channels. He said adoption of the Magnuson bill will make possible similar operations throughout the country.

Education is on the threshold of tremendous advances through television, Raymond D. Hurlbert, general manager of the Alabama Educational Tv Commission, told the committee. The effectiveness of tv as a teaching device and a means of improving the educational process has been demonstrated through the operation of Alabama's three etv stations, he said. Thoughout Mr. Hurlbert's and other witnesses' testimony was the underlying theme that etv would help alleviate the teacher shortage.

Alan W. Brown, president of the Metro-



BEN ADLER TELLS *how FCC should relax its translator rules.*



REP. UDALL EMPHASIZES *a point as he testifies in favor of the Magnuson bill.*

There must be a reason why...

MORE AND MORE BROADCASTERS... AM and TV ...ARE BUYING STAINLESS TOWERS

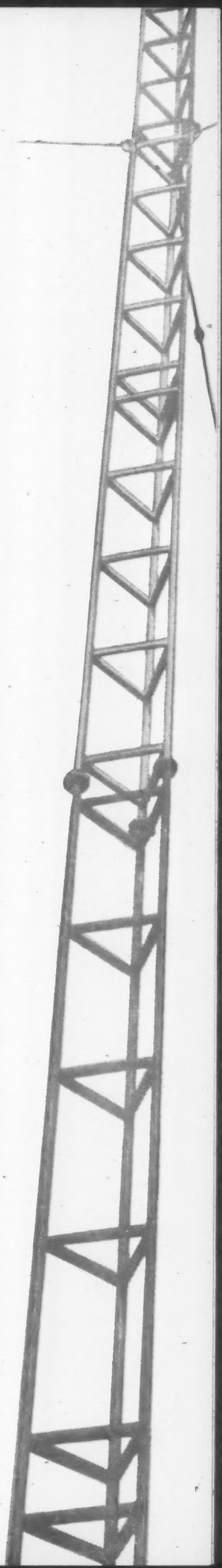
Stainless will be pleased to provide the facts on how you can get

- TOP PERFORMANCE
- DEPENDABILITY
- ECONOMY

when you buy Stainless

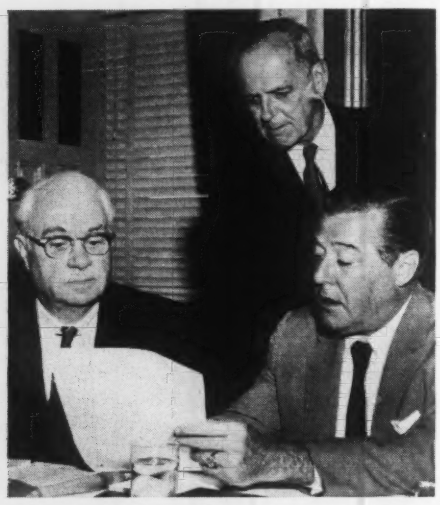
* *A partial list—AM in black, TV in red*

	WHOM	WAGA
*	WGBS	KTVO
	WLTR	KARD
	WDOS	KCJB
	WICE	WFBM
	WKRT	KELO
	WKCT	WKRG
	KMUS	WXEX
	KTRY	WVUE
	WCRB	WJIM
	WHAW	KGBT
	WHBO	WSIX
	WOBS	WOOD
	WKOY	WITN
	WMMB	WIN
	KCOH	WHTN
	KDDD	KOA
	KXIT	WMBV
	WSPD	KDAL
	WKLY	KUMV
	WPPA	WUNC
	KBON	WNBF
	WJBS	WBAY
	WGMS	WBRC
	WDOV	WCOV
	KPAN	WABT
	WGYV	WTIQ
	WAZL	WTVY
	WKLO	KVEC
	WRHI	KHSL
	WKID	KCCC
	WHSY	KFRE
	WBIS	KCSJ
	WLSI	KRDO
	WGIG	WNBC
	WIDE	WATR
	KGYN	WMBR
	WGVM	WDBO
	WIRC	WJHP
	WOLS	WINK
	WGLS	WFTL
	WIRJ	WMAZ
	WCVA	WETV
	WFEC	WDAK
	WWHG	WALB
	KNEX	WEEK
	WNAV	WTVP
	KXLW	WGEM
	WJCD	WREX
	WBRM	WDAN
	WEPM	WFIE
	WPLI	WRAY
	WMIK	WDAL
	WJAY	WPFH
	WWWR	WNEX
	KLMX	WKJG



Stainless, inc.
NORTH WALES • PENNSYLVANIA

politan Educational Tv Assn. of New York City, told of difficulties to secure financial backing for a station on educational ch. 25, New York. However, he said, the time will come when New York will require more tv outlets than its present seven vhf channels and of necessity they would be uhf stations. With this in mind, META is pushing ahead with plans to place ch. 25 on the air, he stated, and the Magnuson bill "would provide the means of accomplishing an otherwise practically impossible task in New York."



DISCUSSING S 2119, *which would appropriate up to $1 million to each state for etv, (l to r): Sen. Bricker, Comr. Craven and Sen. Magnuson.*

FCC Grants San Diego Ch. 27, McCook, Neb., Ch. 8 Permits

The FCC last week granted ch. 8 in McCook, Neb., to Central Kansas Television Co. and ch. 27 in San Diego, Calif., to Sherrill C. Corwin of Los Angeles.

Central Kansas proposes effective radiated power of 50 kw visual and 26.9 kw aural, with antenna 630 feet above average terrain. Mr. Corwin plans 129 kw visual and 64.6 kw aural, with antenna 630 feet.

A new application for ch. 6 in Miami was submitted by Coral Television Corp. of which Leon C. McAskill is president. Coral proposes effective radiated power of 100 kw visual and 50.124 kw aural, with antenna 315.3 feet above average terrain. Publix Tv Corp. also is an applicant for ch. 6 in Miami.

AGREE ON UHF PACT

The U.S. and Mexico have agreed on an allocation of uhf channels for television along the border, it was announced last week. The details were not disclosed pending the formal signing of the agreement. The agreement provides for the assignment of uhf tv channels in an area that runs 250 miles north and south of the U.S.-Mexican border. When the treaty is signed, the assignments will be made public.

DRYS IN BIENNIAL HILL ASSAULT

Forty witnesses last week testified on the alleged evils of advertising alcoholic beverages in interstate commerce before the Senate Commerce Committee in the latest of what has come to be an annual hearing on proposals to prohibit such advertising. Subject of last week's hearing is a bill (S 582) introduced by Sen. William Langer (R-N. D.).

Proponents of the bill, including a parade of church and temperance leaders and several members of Congress, originally were to testify last Tuesday only with opponents of the measure to be heard on Wednesday. However, there were so many pro witnesses, those opposed did not get a chance to testify and Sen. Warren Magnuson (D-Wash.), chairman of the committee, scheduled a resumption of the hearings tomorrow (Tuesday) afternoon at 2:30 p.m.

Leading off tomorrow will be three more proponents of the bill, after which the opposition will get a chance to be heard. Sen. Magnuson stated the hearings will continue as many afternoons as necessary to give all interested parties a chance to testify.

Many of last week's charges seeking a ban of liquor and beer advertising on radio-tv and in newspapers and magazines had been made previously during hearings on the same subject over the past 10 years. Principal charges against alcoholic beverage advertising, repeatedly reasserted during the testimony, were (1) that the industry ads are designed toward luring more and more people into the drinking habit; (2) the ads are false and misleading; (3) they have a negative effect on young people; (4) they flout dry laws in areas of local option; (5) the drinking of alcoholic beverages is responsible for break-up of homes, crime, highway fatalities and juvenile delinquency, and (6) they infringe upon the privacy of the home.

Proponents of the measure also claimed its passage is within the constitutional rights of Congress and denied the bill is a forerunner to total prohibition.

The Women's Christian Temperance Union of New Jersey presented the committee with a petition 112 ft. long containing 3,385 signatures in opposition to the bill. Dr. Sam Morris, San Antonio, Tex., religious broadcaster, brought a suitcase filled with petitions which he said contained more than 104,500 signatures urging passage of the Langer bill.

Dr. Morris, "The [Radio] Voice of Temperance," told the committee that he is forced to broadcast his temperance messages on powerful Mexican border stations because U. S. stations and networks refuse to accept his paid programs. He said that he had protested the license renewals of KRLD Dallas and WHAS Louisville because these stations refused to sell him time.

Also, the temperance leader charged, several 50 kw clear channel stations and NBC had refused to sell him time during prime hours.

Another witness, Ray Rushing, said that if any broadcasters were present (for the hearings), he would be happy to write a check "this very afternoon" for a nationwide temperance program. He charged that Mutual and CBS had refused to sell him time and that "liquor interests tried every conceivable way to block . . ." temperance sponsorship of basketball games in South Dakota.

During the testimony of James A. Hamilton, Methodist Temperance Union, on what he termed "the most deceptive of all advertising" Sen. Magnuson broke in to suggest advocates of the bill take their complaints to the FTC or alcohol control unit of the Treasury Dept. Mr. Hamilton replied that efforts to get these agencies to act have proved futile.

Clete A. Risley, National Sunday School Assn., said the measure should become law because liquor advertising "is directly and indirectly undoing much of the work which our Sunday Schools and churches are seeking to accomplish. According to Daniel A. Poling, president of the World Christian Endeavor Organization, "It is not a question of shall we or shall we not control alcohol . . . but how much control there should be."

Dr. Charles Hutchinson, International Reform Federation, said that he was astounded by the way Congress had ignored the bill. "It has been bottled up in this committee year after year," he said. Sen. Magnuson countered that the bill will not be and has not been "bottled up" and that all proponents need to do is to get eight members of the 15-man committee to vote for the bill and it will be reported out for Senate action.

Sen. Magnuson said the State Dept., Commerce Dept. and postmaster general have entered statements opposing the bill; the FCC, comptroller general and Treasury Dept. took no stands while Justice pointed out the bill might possibly favor foreign distillers over domestic industry.

At a Tuesday luncheon held by the National Coordinating Committee of the Beverage Industry, Andrew J. Biemiller said that the Langer bill is an "astonishing proposal." Mr. Biemiller, a former member of Congress from Wisconsin and currently legislative director of the AFL-CIO, further stated:

"It is hard to believe that the Congress is paying serious attention to so clear an assault on the rights of a single industry at the behest of a tiny, if vocal, minority of citizens." He hit the bill as one that would throw "thousands more" out of work at a time when the country is fighting a recession.

Marinette Sale Protested

The FCC grant of the sale of WMAM and ch. 11 WMBV-TV Marinette, Wis., to Morgan Murphy and others [CHANGING HANDS, March 24] was vigorously protested last week by ch. 2 WBAY-TV Green Bay, Wis., and ch. 5 WFRV-TV Green Bay which would like a stay of the grant—made without hearing—and a hearing. WBAY-TV hit out at the alleged "economic leverage" which the new stations owners

"They're Listening to AP News"

could use against them. WFRV-TV, which had been turned down previously in a bid to designate this transfer for hearing, declared that it wants the facts on many issues, including "special inducements or arrangements offered advertisers" by Murphy stations.

Regulation of Co-op Allowances Set for May 27 IRS Hearing

The Internal Revenue Service has set a May 27 hearing on its proposed regulations to determine manufacturers' excise taxes with respect to cooperative advertising and other allowances to dealers [GOVERNMENT, March 31].

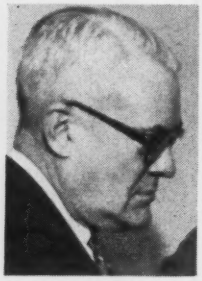
At the same time the IRS extended its deadline for filing comments until May 21. A total 45 interested parties by last week had answered the government's March 22 proposal with written comments—many of them protesting and demanding an oral hearing. The Federal Excise Tax Council has told the government that to disallow advertising rebates as adjustments of a product's total price would "contribute to the current decline in consumer sales."

The May 27 hearing is open to the public, but to guarantee being heard, those interested should advise the IRS of their intent by the May 21 deadline. The hearing will be held at 10 a.m., May 27, in Room 3313 of the Internal Revenue Bldg., 12th and Constitution Ave., N.W., Washington.

A letter of protest against the proposed revenue ruling has been sent by the Hollywood Advertising Club to Rep. Joe Holt (R.-Calif.). The club states: "Taxes on advertising are in effect blows against free speech and a 'free press'—interpreted to mean all the usual means of communication of news, ideas and information." Cooperative advertising, the letter continues, is an important source of revenue for publishers and broadcasters, and from 30% to 50% of the volume, in some instances. "Tax it, and not only are retailers and media hurt but the public itself is less well informed than it is now," it concludes.

Dyke Becomes U.S.I.A. Consultant

Brig. Gen. Ken R. Dyke (USA Reserve, ret.) has been sworn in as consultant to the director of the U. S. Information Agency's International Broadcasting Service (Voice of America), it has been announced by VOA Director Robert E. Button. As U.S.I.A. consultant, he will advise Mr. Button on broadening the perspective and application of radio-tv programming in overseas information [CLOSED CIRCUIT, April 21].



BRIG. GEN. DYKE

Gen. Dyke retired last year as vice president in charge of the International Div., Young & Rubicam, and assistant to the agency president. Formerly he was with the U. S. Rubber Co., Johns-Manville and Colgate-Palmolive Peet and was NBC public relations vice president. He served overseas in World War I and World War II.

McConnaughey Clarifies Record Of Testimony For Harris Group

Former FCC Chairman George C. McConnaughey has been permitted to clarify the testimony he gave earlier this month [LEAD STORY, April 7] to the House Committee on Legislative Oversight. Committee Chairman Oren Harris (D-Ark.) last week made part of the record three letters from Mr. McConnaughey. They said (1) that he had refreshed his recollection and could remember no luncheon he attended in Washington with CBS executives William S. Paley and Frank Stanton plus White House aide Max Rabb; (2) that in his present private law practice (McConnaughey, Sutton & L'Heureux) he is not representing anyone who had an adjudicatory, comparative hearing while he was at the FCC, and (3) that he and Robert D. L'Heureux were not bringing in enough business to make effective the partnership agreement with Mr. Sutton. The agreement, it had been reported, indicated that Messrs. McConnaughey and L'Heureux would draw only that portion of the business which they brought in until such time as this amounted to twice $80,000 a year, which was Mr. Sutton's yearly income. Mr. L'Heureux was Mr. McConnaughey's administrative assistant at the FCC.

Also included in the committee's records was a communication from WHEC-TV and WVET-TV Rochester, N. Y., clarifying the comments of former Comr. Frieda B. Hennock regarding that sharetime grant. Miss Hennock had raised a question regarding the legitimacy of the FCC action, and the two stations sent to the committee an appeals court decision upholding the 1953 grant.

Harkins Seeks FCC Rules Change

Dwight Harkins, of Harkins Radio Inc., has petitioned the FCC for a change in its rules concerning fm, multiplexing, "compatible stereophonic sound," and Subsidiary Communication Authorizations to enable ". . . a broadcast usage of fm multiplexing for the transmission of compatible stereophonic sound . . . and the use by the broadcaster of a sub-channel for a second program channel for public reception."

This plan, according to engineer Harkins, would allow the public "to enjoy the benefits of multiplexing but at the same time protect the 'closed circuit' features of multiplexing as used by those stations under the Subsidiary Communication Authorizations."

Teller Seeks Radio-Tv Tax Aid

Rep. Ludwig Teller (D-N. Y.) has introduced a tax bill, referred to the House Ways and Means Committee, which among other things would repeal the 10% manufacturers excise tax on radio-tv sets and would reduce from 10% to 5% various taxes on communications. Numerous bills are pending before Congress to kill the excise tax on uhf tv receivers.

FCC URGES COURT TO CLARIFY REMAND

- **Miami case poses problems**
- **Status in handling asked**

The FCC last week decided to ask the U. S. Court of Appeals in Washington to clarify the remand of the Miami ch. 10 case [GOVERNMENT, April 21].

Perplexed by the action of the court in sending the case back to the FCC but retaining jurisdiction, the Commission has instructed its lawyers to ask for a fuller explanation of the court's intentions.

The Commission wants a more definitive ruling on whether it is acting as an agent of the court or whether it is handling the controversial issue under its own authority. It also seeks fuller explanations on the issues ordered by the court to be heard in the new hearing.

Until these points are made more explicit, Commission legal aides are uncertain how to go about establishing the investigatory hearing.

The court, in remanding the case to the FCC, instructed the Commission to hold a special hearing on the question of tainted votes. One issue is whether former Comr. Richard A. Mack should have abstained from voting in the Miami vhf grant. A second element, the court ordered, was to determine whether there were any undue influences on individual commissioners to win support for one or the other of the applicants.

The court also ordered the FCC to report back in six weeks on the status of the hearing and to notify the Attorney General in case he wanted the Dept. of Justice to intervene.

The unanimous, three-judge ruling was issued several hours after the remand petition was argued. The FCC asked the court to return the litigation without action so it could look into the allegations which were aired before the House Legislative Oversight Committee and which resulted in the resignation of Comr. Mack.

The FCC granted ch. 10 in Miami to Public Service Television Inc., a subsidiary of National Airlines, in 1957. WPST-TV Miami began operating in August 1957, and is affiliated with ABC. Loser WKAT Miami appealed the FCC's decision, as did Eastern Airlines which was denied the right to intervene in the comparative hearing before the FCC.

Besides WKAT, other losing applicants were L. B. Wilson Inc., and North Dade Video Inc. The court ordered that all the parties to the original case be permitted to participate in the new hearing.

Among the thorny problems in connection with a hearing on the validity of votes, according to FCC lawyers, is the question whether the testimony before the House committee can be incorporated or whether the Commission must rehear all the witnesses, and whether this is an entirely new proceeding or should be considered a reopening of the record for further testimony.

And, disturbing some members of the

Have you seen Leo's new shorts?

Don't miss the **MGM-TV** exhibit at the NAB Convention Los Angeles April 28—May 1 Biltmore Hotel Rooms 2333-4-5

MGM-TV,
A Service of Loew's Incorporated
1540 Broadway
New York 36, N.Y. · JUdson 2-2000

Commission is the question whether the FCC may use a regular examiner and counsel or go outside and name a special examiner and counsel.

Moulder Bill Would Give Hill Veto Power on FCC Rule Changes

Rep. Morgan Moulder (D-Mo.) last Tuesday introduced a bill (HR 12099) which would require the FCC and other federal agencies to submit proposed rules changes to committees of Congress for approval.

In the case of the Commission, changes would be sent to the Senate and House Commerce Committees. If neither committee took action within 15 days, the change would become effective. However, disapproval by either committee would suspend the Commission action.

An FCC attorney said the bill would have a "very substantial and very extensive" effect on the Commission. He was careful to distinguish between changes in Commission rules, which would come under provisions of the bill, and decisions involving application of the rules, which presumably would not.

Commission activity coming under the scope of the bill would include, among others, changes in the table of allocations, equipment standards and rulemaking actions of all types.

Rep. Moulder is a member of the Legislative Oversight Subcommittee and resigned as its chairman in protest of the firing of Bernard Schwartz as chief counsel [LEAD STORY, Feb. 17].

Other bills introduced in Congress last week relating to the broadcasting industry:

S 3663 by Sen. John J. Williams (R-Del.), to strengthen the law with respect to bribery and graft of government officials. It provides for a fine of three times the amount offered and/or accepted, three years in prison or both. The bill also provides that when a government official is considering accepting employment with a firm with which his agency does business, the agency must be officially notified of such intentions.

HR 12095 by Rep. Thomas Abernethy (D-Miss.), which exempts employes of radio and tv stations in non-metropolitan areas, as described by U. S. Census, from provisions of the Fair Labor Standards Act.

HR 12022 by Rep. Paul Fino (R-N. Y.), which would suspend excise taxes on several items for one year, including the 10% tax on radio and tv sets.

Fidelity Signs Federal Order

Fidelity Storm Sash Companies in Baltimore, Washington and Philadelphia have signed a consent order with the Federal Trade Commission, agreeing not to use bait advertising and other misrepresentation to sell storm windows. Allegations of the FTC complaint filed last year [GOVERNMENT, June 3] were that Fidelity did not list bona fide prices in advertisements and misrepresented that the product would save 33% in fuel bills. The consent agreement is not an admission by Fidelity of any legal violation.

HARRIS GROUP OPENS FCC PATENT INQUIRY

- **Hears monopoly charges**
- **Lawyer calls FCC 'derelict'**

The House Legislative Oversight Committee last week turned from its headline-making peccadillo hunt into FCC commissioners' travel expense vouchers, gifts and financial accounts to the more prosaic field of patents.

For two mornings it heard William H. Bauer, former FCC patent attorney, charge that the Commission was derelict in its duty for not taking into account the ownership of patents when formulating technical standards for tv and fm broadcasting.

This has led, said the patent attorney who retired last October after 22 years with the FCC, to a continuance of an RCA monopoly in the field of broadcasting.

The committee recessed its hearing temporarily following the patent attorney's testimony. Committee Chairman Oren Harris (D-Ark.) said that further hearings on the subject are expected.

RCA denied it has engaged in any patent abuses. It called attention to the fact that its patent licensing practices are now before the courts. It termed the allegations "completely unfounded."

RCA is under a grand jury indictment for antitrust violations and is the subject of a civil antitrust suit for the same offense filed by the Justice Dept. in 1955 [AT DEADLINE, Feb. 24].

It also filed with the committee a listing of patents which are used in color tv. These number three owned by RCA, two of which are in conflict wth Philco Corp. patent applications; one owned by Hazeltine Research Corp., and one by International Telephone & Telegraph Co. This last expires in June, RCA noted.

RCA added that other companies own important color tv patents which may be or may become significant in color tv receiver manufacturing. "There neither is nor can there be any monopoly position in color television patent licensing," RCA stated.

The information was submitted in response to Mr. Bauer's allegations that the FCC's adoption in 1953 of the color tv standards recommended by the all-industry National Television System Committee enhanced the RCA monopoly. On the other hand, Mr. Bauer asserted, the FCC's 1950 action in adopting the CBS sequential system, if it had survived, would have broken the alleged RCA domination.

In his prepared statement, Mr. Bauer contended that the FCC is required by law to take into account the patents held by various companies it licenses (in the communications field) so that it can judge whether there is abuse or not.

The failure of the FCC to insist on patent disclosures has resulted in a lessening of pure research in the communications-electronics field, Mr. Bauer charged. Only RCA engages in fundamental research, he said, and is in a position to inhibit the advancement of the art.

This is in violation of Sec. 303 (g) of the Communications Act, he said. This provision provides that the FCC shall study new uses and encourage the wider and more effective use of radio.

The "hands off" policy also makes it more difficult for the Commission to regulate the kind of apparatus used in broadcasting, as required by Sec. 303 (e), he said.

Only twice in its 24-year history has the FCC accepted its responsibility for patent information, Mr. Bauer said. The first time, he cited was in the years 1939-1944 (James Lawrence Fly, chairman) and the second, the years 1947-1952 (Wayne Coy, chairman).

In all other years, Mr. Bauer explained, a majority of the Commission voted a hands-off policy.

He alluded to the 1951 rule-making proposal which would have required licensees of the FCC to file annually information on patents used by them in operating their stations. The rule-making proceeding was terminated last year without action.

Mr. Bauer said a similar situation on telephone communications obtained for the Bell System. But, he added, the 1956 consent decree between AT&T and the government cleared up the matter.

Mr. Bauer stressed strongly at several points in his testimony that the technical standards now in use for tv are the "best in the world."

He also expressed high praise for FCC engineers "who give their hearts and their souls" in determining the best technical standards for the American public. But, he added, the engineers have no responsibility for weighing the patent structure in their consideration; this is a Commission policy function.

He stated that it was easier for a new receiver manufacturing company to take out an RCA package license than to spend the amount of money necessary to search for patents held by RCA. RCA he said, does not mark patent information on its equipment.

The power of the FCC to require patent disclosures, asserted by Mr. Bauer, was challenged by Rep. John J. Flynt Jr. (D-Ga.). Mr. Flynt declared that if there are abuses of patents it is up to the Justice Dept. to bring suit and have it adjudicated in the courts.

In a preliminary statement, Rep. Harris said that one of the serious questions faced by the FCC is whether it has or should exercise the power to revoke or refuse a broadcast license to a company which has a patent monopoly in the communications field. He added.

"If the facts establish that these [technical] standards are formulated so as to restrict qualified tv and fm transmitters and receivers of broadcast stations to those on which a single manufacturer owns or controls essential patents then it may be reasonably concluded that the standards are not for the public interest but for the private benefit of a monopolist."

In Rochester, N. Y.

All of the

TOP 12

Favorite Radio Shows

are heard on

WHEC

(BASIC CBS)

* Out of 72 competitive quarter hours, WHEC rates 58 firsts and 3 ties for 1st!

all this . . . and HONORS, too!

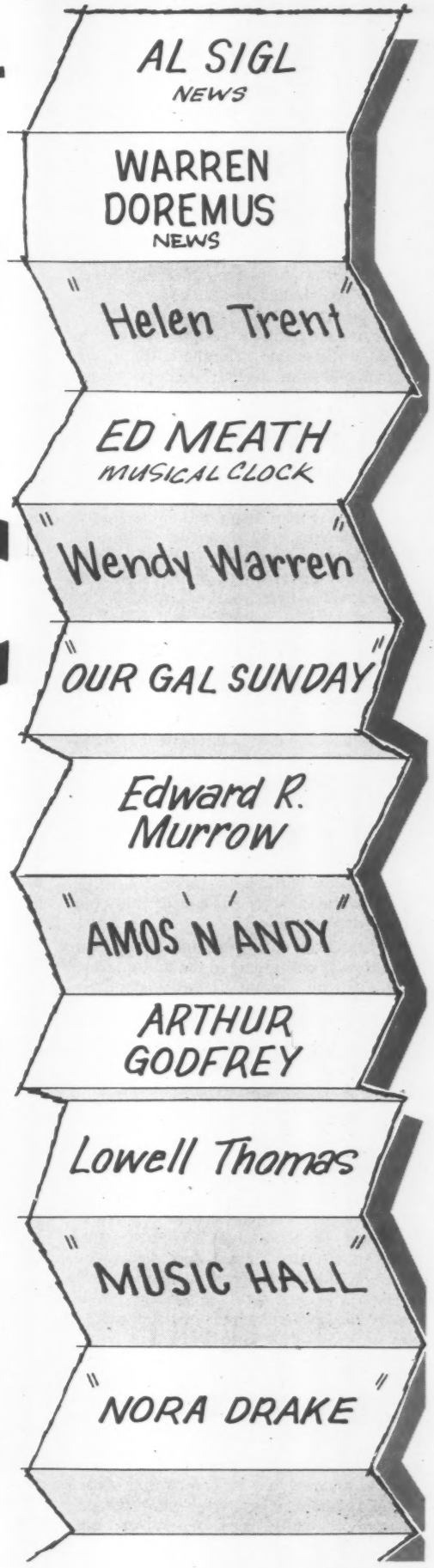
GEORGE WASHINGTON HONOR MEDAL of the Freedoms Foundation at Valley Forge for "Youth Asks The Question" series . . . Awarded February 22, 1957

NATIONAL SAFETY COUNCIL'S Public Interest Award for exceptional service to Farm Safety.
Awarded November 18, 1957

OUTSTANDING SERVICE TO THE COMMUNITY... Safety Award of the Rochester Safety Council.
Awarded June 6, 1957

THE MARCH OF DIMES ...National Foundation for Infantile Paralysis Certificate of Appreciation of Outstanding Service . . .
Awarded February 9, 1957

* Rochester Metropolitan Pulse, Oct., 1957



PAPERS OPEN CHAMPIONSHIP BOUT WITH TV FROM N.Y. BOXING RING

- **Bureau of Advertising gives challenge before ANPA**
- **President Lipscomb makes clear tv is linage culprit**

The newspapers' Bureau of Advertising alerted its members last week that it has opened battle against the "competition" on a big scale, that tv is the chief culprit responsible for linage woes and that the visual medium is "after our scalp."

Scene of the frontal assault, sparked by frequent unfavorable references to tv, was the huge ballroom at the Waldorf Astoria in New York. The audience was made up of publishers and their representatives attending the Monday-Thursday annual convention of the American Newspaper Publishers Assn.

Charles T. Lipscomb Jr., president of the bureau, who spoke from the middle of a simulated boxing ring on stage, announced flatly: "We want everybody to know—newspaper people, advertising agency people and all advertisers—that we are right in the middle of the ring, punching as hard as we can, with competitive, combative hard selling."

A huge, 36-foot-wide banner was dropped in place across the brilliantly-lit stage, proclaiming "Beat Competition" and Mr. Lipscomb intoned: "We are confident that newspaper advertising can beat its competition."

Warned Mr. Lipscomb: The newspapers in 1950 had 36% of the total U. S. advertising expenditures that year, but in 1957 their share had dropped 4% or to 32% of total expenditures. But he noted, the toughest competitive battle is in national advertising, where, he said, "tv has considerably outstripped us."

The trend of "losing ground against our competitors is continuing in the first quarter" of this year, he continued. Newspapers "nationally" are 2-3% behind in dollars, Mr. Lipscomb related, but he said other media were ahead, namely 10% for network tv; 4% for tv spot; 7% for network radio, 2% for spot radio and 1% for magazines.

The bureau emphasized that sales efforts would be stepped up particularly in the automotive, transportation, chain (foods) stores and beer product classifications.

In the transportation field, the bureau noted that the newspaper slice of national advertising expenditures dropped from 72.3% in 1956 to 68.6% last year, while "television and magazines" benefited from increases in expenditures. In grocery national advertising, newspapers had a 62.3% share in 1950, 27.3% in 1956 and 25.1% in 1957. Television's gain in this classification conversely went up from 54.2% in 1957 to 58.5% in 1958. In the beer field, newspapers have about 25.7% of the national advertising expenditure there, while tv's share is 65.7%.

The bureau related its competitive efforts toward "regional tv brewers," who are being told that regionally, "newspapers sell more beer than any other medium including tv."

Special target for the newspapers will be the automotive industry. Long the top national advertising investor in newspapers, attention will be directed to the top echelon in Detroit and to their agencies because of the recent changes in automotive advertising agencies. Mr. Lipscomb warned publishers were in a "vulnerable and dangerous position" because of this top-heavy auto investment. He intimated that other media would attempt inroads in Detroit because of the current shifts in the auto economy and among the agencies handling auto accounts.

The newspapers climbed from 51.6% share of the automotive national advertising expenditures in 1956 to 53.4% in 1957. Tv, however, dropped from 25.5% to 23.5% in those same periods, according to the bureau's statistics shown at its 2½-hour session.

Dropping any pretense that the bureau was speaking of any medium other than television, the ANPA advertising unit stated that this year it will "start an advertising promotion program to get the story into agencies of newspapers vs. tv."

As mapped out by the bureau, it will hit the agencies on three levels—creative, media research and finally plans committee and contact people. Presentations will be created for each level. They will begin the presentations in Detroit, again because of the "urgency" there.

As yet labeled only as 'Project X" is an other facet of the bureau's plans for this year. No details were given except a reference that this will be a similar campaign made up of presentations that will concentrate on 50 agencies which handle 30% of all national advertising.

Other areas of "attack" will be better research and the circulation of success stories. For each one that radio and tv come up with, the newspapers have dozens, Mr. Lipscomb said. Noted were the "Pepsodent success" that radio and the "Revlon and Lestoil success" that tv have "trumpeted around."

The big attack from tv, warned the bureau officials, will be coming in the retail sales area. Cited were remarks attributed to the Television Bureau of Advertising—"We are being challenged by radio and tv publicly . . . stating they are going after our scalp," publishers were told.

To counter this "pressure" of radio and tv, according to the bureau, a special nine-point presentation showing why newspapers sell better than any other medium in retailing has been prepared. The nine points: "Reaches more people, People like advertising in newspapers. It is the only medium regularly consulted before a buying decision is made, People shop the advertising, Delivers more ready-to-buy prospects, Only medium that presents the appeal of classified advertising Has more selling versatility, Has more plus services, and Produces more sales per dollar of advertising costs than any other medium."

At the conclusion of the session, Mr. Lipscomb ran through these points (presented for the second time to the audience) but in this recital, made comparisons to tv as summed up in the following paragraph:

Newspaper advertising reaches more people than does television. Advertisers ought to place their messages in newspapers where they are "liked" by people and "not annoying" to them, where there is no "sharing of space with another 'advertiser or sponsor'," where there are no ratings that show people interested "in a program and not the product."

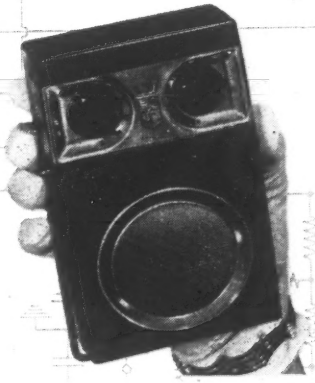
On the note that "newspaper advertising is at least as economical as tv," (but, said the bureau, stirs more sales action per sales message), the meeting was adjourned.

THE Brand Names Foundation awarded an inscribed silver cocktail shaker to Louis Hausman (r), CBS Radio vice president, as he retired after five years as foundation treasurer. Foundation President Henry Abt (l) made the presentation at a dinner during the Brand Names Foundation's annual convention in New York [TRADE ASSNS., April 21].

Emmy Awards Troubles Breed N.Y. Tv Project

The New York Chapter, Academy of Tv Arts & Sciences, underwent an "agonizing reappraisal" last week as some 200 members met for several hours under conditions that were anything but placid. Descriptions of network executives as "mental pygmies" were bandied about as several top industry officials demanded to know what justification, if any, ATAS had for existing in the first place, unless it stood ready to take the fight for "New York tv" into legislative chambers.

The 10th annual Emmy awards presentation also came in for its share of slings and arrows. A number of ATAS members—indicating the prime function of ATAS was to better public relations—called for discussion about the dinner-telecast, unceremoniously staged in several overcrowded NBC-TV studios. They seemed to be espepecially concerned about the care and feeding of the press that night, citing the "raps" ATAS got from the press the following day. Embarrassed academy officials cited extenuating circumstances and last-minute diffi-



The smaller radios get,

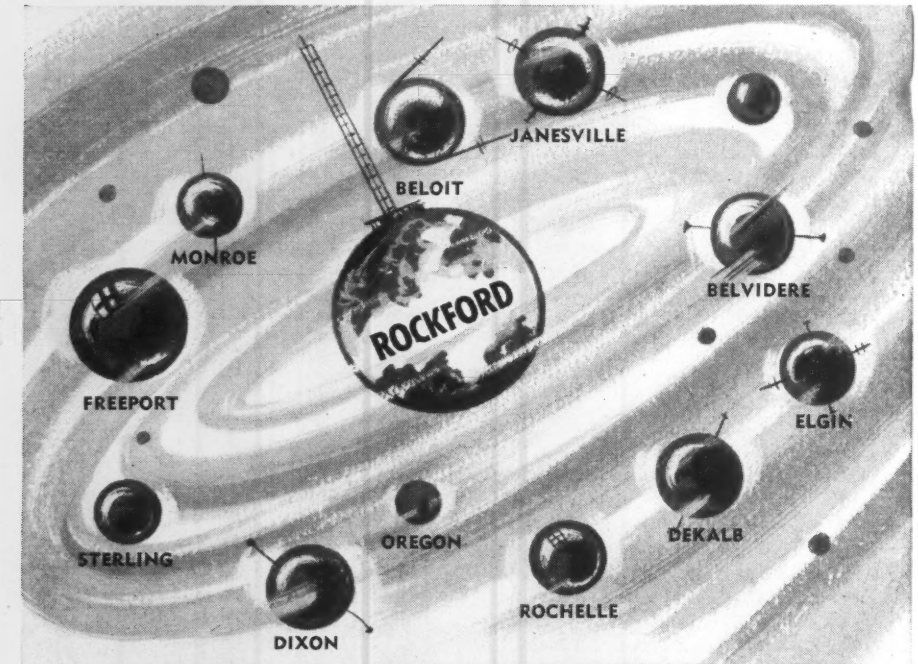
the larger radio gets.

WMT
CBS Radio for Eastern Iowa
600 kc
Mail Address: *Cedar Rapids*
National Representative: *The Katz Agency*

culties arising out of union troubles [PERSONNEL RELATIONS, April 7].

John R. (Tex) McCrary, broadcaster-public relations executive, led talk concerning the oft-discussed, little acted-upon, "tv city project." Result: formation of a special committee that would investigate "the expansion and improvement of tv in New York" by holding open meetings with Mayor Robert F. Wagner and Gov. Averell Harriman designed to "keep tv in New York." ATAS members, pointing to the "municipal apathy" that had led both the New York Giants and the Brooklyn Dodgers to leave New York for the West Coast, hinted darkly that unless city and state officials were to grant special concessions that would facilitate and encourage tv production in New York, there soon would be "no tv" in the city. Spokesman for the Los Angeles chapter, writer Tru Boardman, hinted that the "so-called bad standards" of west coast tv are being perpetuated by tv creative talent imported from the East.

David Susskind, executive vice president of Talent Associates Ltd., proposed that the academy should take Emmy nominations out of the hands of its own members and hand them to impartial newspaper and magazine tv-radio editors, but letting the final tally be taken within the academy itself. ATAS officials declared that they already have decided to alter nominating procedures for next year but declined to say how.



WREX-TV'S SPHERE OF INFLUENCE . . .
A BILLION DOLLAR MARKET NETWORK

WREX-TV rules over the Rockford Metro Area, extending to a multi-market sales domain. . .23 counties in Northern Illinois and Southern Wisconsin, including the major market centers of Beloit, Janesville, Monroe, Freeport, Oregon, Belvidere, Dixon, Rochelle and DeKalb. . .a sales network containing over one million people, with retail sales of one and a third billion dollars.

Rockford's metropolitan area is a sales jewel in the WREX-TV market crown. . .55,760 households with $6,949 sales potential per household—16th in national ranking of metro C.S.I. per household. WREX-TV serves an estimated 43,545 TV households in metropolitan Rockford. . .where annual retail sales are more than 250 million dollars annually. (Source 1-1-57 SRDS estimates of consumer markets).

The "sales" power of WREX-TV's A, B and C coverage spans market portions of two states . . .brings preferred CBS and ABC network programs to over 260,000 TV homes.

J. M. Baisch, General Manager
Represented By H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
ROCKFORD
ILLINOIS

TvB's Modest Budget No Deterrent—Rogers

Television Bureau of Advertising operates on a budget about one-third that of "its strongest competitor, the newspapers' Bureau of Advertising," declared L. H. (Bud) Rogers II, WSAZ-TV Huntington, W. Va., and TvB's board chairman (also see ANPA story, page 104).

Mr. Rogers spoke at TvB's board meeting Thursday in Lubbock, Tex. He said TvB's growth has paralleled the tv advertising medium, "dominating the media world in its abilities to document and make known valid, accurate and dynamically changing industry facts and data."

The tv industry, according to Mr. Rogers, is out to make this a record year. To help meet this "challenge," TvB will base a program on a "hard sell" of television; expanded service in interests of advertisers, agencies and members; new and creative research and new station members.

Mr. Rogers said the bureau now operates with a budget of about $850,000, and that new revenues would provide for a Chicago office. Also disclosed at the meeting: a new psychological study, "E-Motion", that will be unveiled Thursday at the NAB Convention.

Norman E. (Pete) Cash, TvB's president, based his talk on what he called "objective facts" of television that should replace "a lot of seemingly irresponsible opinions about what's happening to media." Mr. Cash pointed to the "anti-tv campaign" in the "public press" that stresses the loss of a tv sponsor but remains silent when the advertiser buys another program.

Bryan New ANPA President

D. Tennant Bryan, president-publisher of the *Richmond* (Va.) *Times-Dispatch* and *News-Leader* (WRNL-AM-FM), was elected president of the American Newspaper Publishers Assn. last week in New York at the organization's annual meeting (story, page 104). Formerly ANPA vice president, he succeeds William Dwight, president-publisher, *Holyoke* (Mass.) *Transcript-Telegram* (same interests are 50% owner WHYN-AM-FM-TV Springfield). Mark Ferree, general business manager, Scripps-Howard Newspapers (multiple station operator), moved up to vice president from his previous post as treasurer while J. Hale Steinman, *Lancaster* (Pa.) *Intelligencer Journal* and *New Era* (Steinman Stations) was elected treasurer and Walter J. Blackburn, *London* (Ont.) *Free Press*, was elected secretary.

Texas UP Assn. to Meet June 7-8

The UP Broadcasters Assn. of Texas has set its convention for June 7-8 in San Angelo, it has been announced by Dave Smith of KVET Austin, president of the association. The first day will be devoted to registration, recreation and entertainment and the second to business sessions, Mr. Smith said. Awards and elections are on the agenda.

We wanted a group photograph of the news staff that won the Peabody Award . . .

First row: Don Goddard. Second row: John W. Vandercook. Third row: Quincy Howe. Missing from photograph: John Daly, Julian Anthony, Robert Sturdevant, Yale Newman, Robert Fleming, John Secondari, Edward P. Morgan, John Edwards, Paul Harvey, Erwin D. Canham, Robert Lodge, Ray Falk.

. . . and this is what we got.

Three were on assignment in New York. 12 were missing. The boss, John Daly, was in the Orient. Robert Sturdevant was in Paris, Yale Newman in Moscow, Ray Falk at the South Pole. And so it went. As a result, there is no group picture of the ABC news staff. There was no chance to congratulate them, all at one sitting, upon winning the Peabody Award for TV news coverage for the second straight year. But we know full well that you don't win the next award by dwelling on the last one. To be "consistently authoritative" (in the words of the Peabody citation), you've got to be wherever in the world things are happening. That's where our men are. Out in the field – where Peabody Awards are won.

ABC TELEVISION

FELLOWS TO AWRT: BE VIGILANT

Women broadcasters should concern themselves with overall industry problems, NAB President Harold E. Fellows told American Women in Radio & Television Friday. Mr. Fellows addressed the luncheon meeting of the first full day's sessions of the AWRT annual convention at San Francisco's Fairmont Hotel. This year's theme: "Resources and Resourcefulness."

The convention of 500 from broadcasting, advertising and service organizations opened Thursday evening with the AWRT banquet, where Pauline Frederick of NBC News spoke on "Our Challenge." The United Nations correspondent stressed the nation's stand on the cold war and arms race, calling for a "sharp and clear American crash program for peace."

Also announced at the banquet was this year's AWRT scholarship winner: Paula Sue Abrams, junior at Columbia U., New York. The $750 award was presented the broadcasting student by AWRT National President Edythe Fern Melrose of WXYZ-AM-FM-TV Detroit.

Mr. Fellows at the Friday luncheon described the evolution of women in broadcasting from specialized women's programs to participation in all fields of broadcasting. "The women who were in broadcasting only because they were women, at the onset of this industry, probably aren't in it any longer," he said. Their successors should address themselves to broad problems of the industry, the NAB president advised.

Mr. Fellows called attention to the number of Washington investigations broadcasters are undergoing. "The temptations must be great," for elected office-holders to single out broadcasting, he said, "possibly because, in some instances at least, this procedure is almost guaranteed to capture headlines for them." Women should be quick to write congressmen on broadcast matters, Mr. Fellows counseled.

Robert J. Burton of BMI and Donald McGannon of Westinghouse Broadcasting Co. were scheduled as featured speakers Saturday afternoon between panel discussions on specifics of broadcasting.

Mr. Burton, BMI's vice president for publisher and writer relations, stated BMI's position in the long-standing ASCAP controversy. He stressed that there is no conspiracy between BMI and broadcasters (referring to ASCAP's contention and implications of the Smathers bill). BMI has promoted freedom in music and given increased opportunities to all in the music business, Mr. Burton said.

Westinghouse Broadcasting President McGannon, speaking on "Education Is Good Business," said, "The broadcaster should apply the broadcast latitude to his definition of the word 'education.' The full power of American broadcasting's vast informational facilities must be turned to the task of translating the complex problems of today's world into language and illustrations that will be seen and heard, but above all, understood, by all of our citizens."

On the woman's status in broadcasting, Mr. McGannon pointed out that most of the 280 billion dollars spent by Americans in 1957 for goods and services was spent by women. Therefore, "It might be wise for broadcasting to let more of the 'feminine touch' flavor commercial programming," for women "best understand the motivations to which other women respond." Mr. McGannon suggested women in radio and television observe these ten rules:

(1) Take time periodically to measure the effectiveness of what you're doing; (2) Think each day of something you could do that would change and improve broadcasting; (3) Reflect on whether a new sack dress will enhance your audience as much as a new idea; (4) Measure the worth of free filler material against your station's rate card; (5) Always think of yourself as a public relations representative for the entire broadcasting industry; (6) Get into the policy councils of broadcasting, not because you're a woman, but because you belong there; (7) Think in terms of the overall objectives of the firm that employs you; (8) Don't wear charm like a bracelet in the business world; (9) Be inquisitive, absorptive and tolerant; (10) Be venturesome . . . Don't be afraid to champion something new simply because it's never been tried before.

Harry W. McMahan, vice president in charge of tv commercials, Leo Burnett Co., Chicago, showed "Ten Top Trend-Setters" at a Saturday session on tv commercials. His choices: Jell-O, Marlboro, Nabisco, Bank of America, Piel's beer, Hamm's beer, Prudential insurance, Kellogg's, Pet milk and Ford.

The Burnett executive and author on tv techniques listed several fields for future trend-making: music, settings ("The industry needs more good, imaginative tv art directors in commercial work"), cartoon ("Wedded to music, it can stir exciting emotional responses"), "image" concepts ("rich and fruitful"), videotape recording ("can change our lives") and research ("present research is still too superficial").

Telling the truth is only the first step in winning listener viewer confidence, Charles Hutchings, creative director of McCann-Erickson, Los Angeles, said in a talk prepared for delivery Saturday before the AWRT convention. The commercial "must not only be true—it must also seem true," he said.

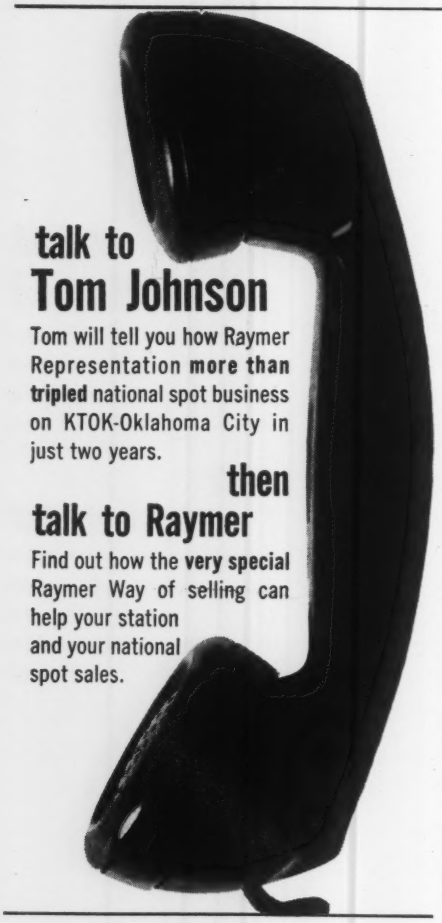
"It shouldn't astound anyone to get evidence that you can't bulldoze people into thinking something is 'new' by zooming titles at them or using echo mikes bouncing the word 'new' off invisible cavern walls. Something that is interesting but not world-shaking is often best told with a smile. Like 'Jello is a happy, easy-to-make dessert' or 'You'll wonder where the yellow went,' Mr. Hutchings illustrated, continuing:

"They, humanly, welcome information and are fascinated by demonstrations—like (I am forced to admit) the Westinghouse 'sand test' or the Polaroid 60-second prints. They happily accept ideas which they can use. They quickly and automatically reject most of the horn-tooting claims that seem to come straight from the factory. They reject most of the weasel words and phrases —not for any good reason, but because they don't ring true."

AWRT national officer candidates were presented earlier at a Friday afternoon general session. They were: for president, Nena Badenoch of the National Society for

TEMPER OF THE TIMES

The Central New York chapter of American Women in Radio & Television, meeting three days before the deadline for filing federal income tax returns, drew up a petition to be submitted to the group's national convention in San Francisco, asking that "all active members of AWRT contact their elected representatives in Washington to request a change in the income tax law under which we can take as a business deduction one-third of our total personal expenses, incurred because of our jobs in radio and television—clothing, dry cleaning, cosmetics and hair and manicure—because of the fact we must present a neat, fashionable appearance at work and at public appearances."


talk to
Tom Johnson
Tom will tell you how Raymer Representation more than tripled national spot business on KTOK-Oklahoma City in just two years.
then
talk to Raymer
Find out how the very special Raymer Way of selling can help your station and your national spot sales.

WHAT ELSE IS THERE?

In the Billion Dollar Shreveport Market ONLY*

CHANNEL 3 KTBS-TV

GIVES YOU BOTH!

NBC

ABC

See your Petry man for details

*46 counties in Arkansas, Louisiana and Texas

E. NEWTON WRAY, President and General Manager

Crippled Children and Adults, Chicago, and Dorothy Fuller, WBET Brockton, Mass.; secretary-treasurer, Mildred Alexander, WTAR-AM-TV Norfolk, Va., and Martha Rupprecht, CBS-TV, New York; central vice president, Jean Sullivan, Jean Sullivan Adv., Omaha, and Dee Sweet, WISH Indianapolis; eastern vice president, Jeanne Porter, free lance broadcaster, Mt. Carmel, Conn., and Esther Van Wagoner Tufty, Tufty News Service, Washington; southern vice president, Louise Morris, WGBA Columbus, Ga., and Edna Seaman, WFBC-AM-TV Greenville, S. C.; southwestern vice president, Margret McDonald, WBAP-AM-TV Fort Worth, Tex., and Jo Moore, Aylin Adv., Houston, Tex.; western vice president, Josey Barnes, KTVT (TV) Salt Lake City, and Pat Cranston, U. of Washington, Seattle.

McNinch Asks WSAAA Delegates To Orientate Retailers on Tv

Advertising agencies who can loosen the "straitjacket of out-moded merchandising thinking" in which many retailers are locked and introduce them to television will be making a major move for continued local prosperity and opening up an untapped new business opportunity for themselves of over $35 million in Southern California alone, Walter McNinch said Thursday.

Speaking during a media session of the annual convention of Western States Advertising Agencies Assn., Thursday-Saturday at The Oasis in Palm Springs, Calif., Mr. McNinch reviewed the growth of tv in the postwar decade to sets in 84% of all U. S. homes, with average family viewing of 6 hours, 7 minutes a day, and tv's place for the third straight year as number one medium of the nation's top 100 advertisers. But this "growth, audience involvement and advertiser endorsement" have led some agencies and many advertisers to "think themselves out of tv before they even understand the medium," he said.

Tv, Mr. McNinch reported, has worked with Sears, Ward's, Penney, May, Broadway and hundreds of other retailers throughout the country, showing "100% increases in sales events with saturation spot campaigns and selling out experience with local accounts," he said. He urged WSAAA members to consult these stations or TvB for help in mapping tv campaigns for their clients.

Judge Blair on Missouri Agenda

The Missouri Broadcasters Assn. will hold its spring meeting Wednesday and Thursday in conjunction with Journalism Week at the U. of Missouri in Columbia, it has been announced by Bruce Barrington of WEW St. Louis, association president. A feature of the meeting will be an interview of Judge Sam C. Blair of Jefferson City, Mo., who admitted cameras to cover the Varner murder trial. Phil Berk, news director of KOMU-TV Columbia, will be the interviewer.

A general meeting earlier Wednesday will accent radio sales, and Wednesday afternoon will be devoted to a discussion and forum for journalism students. On Thursday Fred Palmer, sales consultant, will hold a clinic for broadcasters and students.

Michigan Pioneers Organize, Elect Don DeGroot Chairman

The Michigan Chapter of the Broadcast Pioneers held its charter organization meeting at Detroit's Recess Club, under the leadership of Worth Kramer, WJR-AM-FM that city. Forty veterans of at least twenty years in the field were present and elected Don DeGroot, assistant general manager of WWJ-AM-FM Detroit, to the chairmanship.

Other elected officials: senior vice chairman, Les Biederman, president of Midwestern Broadcasting Co.; secretary-treasurer, William S. Siebert, WJR secretary-treasurer; first vice chairman, Milton Greenebaum of Saginaw; second vice chairman, Carl Lee, vice president and general manager of Fetzer Broadcasting Co.; third vice chairman, Harry Travis, vice president of Gerity Broadcasting Co.; fourth vice chairman, Willard Schroeder, vice president and general manager, WOOD-AM-TV Grand Rapids.

Fondren Heads AFA District

Lee Fondren, manager, KLZ Denver, has been elected district governor of the Advertising Federation of America's ninth district, succeeding Newton D. Baker of Black, Sivalls & Bryson Inc., Kansas City, Mo. Other AFA ninth district officers elected included Marjorie Beimer, continuity director at KRNT-AM-TV Des Moines, second lieutenant governor, and Joe H. Baker, vice president of KBON Omaha, as third lieutenant governor. Don M. Clark, advertising manager of Security Mutual Insurance Co., Lincoln, Neb., was elected first lieutenant governor.

NAB News Center in Biltmore

Facilities for broadcasters to record and film program material from the NAB Los Angeles convention for use on their own stations have been set up in the Galeria Room of the Biltmore Hotel. Titled Hometown News Center, the facilities have been provided by Ampex Corp. (audio tape), UP Movietone and INS Telenews (film). One-minute statements recorded by NAB President Harold E. Fellows will be spliced to individual radio reports. NAB's public relations service will send individualized news releases to hometown newspapers.

RAB Adds 30 Members in March

An increase in membership of 30 radio stations during March was reported last week by Radio Advertising Bureau, bringing total membership to more than 850. Members include stations, networks and station representatives. The March increase added $16,600 to RAB's annual income, which is the second highest income increase for one month in the past six years, according to bureau President Kevin B. Sweeney. Highest month was January 1957 when income was increased by $16,800, Mr. Sweeney reported.

Radio News Impact Increasing, Sweeney Tells Pittsburgh Group

The "new radio" during the next three years will have its "greatest impact" in the field of news, Kevin B. Sweeney, president of the Radio Advertising Bureau, declared last week in a talk before the Pittsburgh Advertising Club and the Pittsburgh Radio & Television Executives Club.

He pointed out that radio is concentrating more and more on the feature story, which in the past has been the province of the magazine, and the news-in-depth story, which heretofore has been the "exclusive preserve" of the newspaper. He answered critics of radio who call the medium "just music and news" by saying:

"They just haven't been listening. There's far more on radio than news and music, but if there were only news and music, radio could well justify its existence because these are two basic needs of Americans. After all, what do newspapers have in them but news and news features? By this measurement, radio has one more arrow in its quiver—music—than newspapers."

RTNDA Files Brief in Florida

The ban on picture-taking adjacent to the Miami, Fla., courtroom where two Miami tv cameramen were arrested, and later convicted, was unreasonable and unconstitutional, according to a brief filed with the Supreme Court of Florida by Radio Television News Directors Assn. The Cameramen—Robert Brumfield of WTVJ (TV) and Ben Silver of WCKT (TV), both Miami—were convicted in the lower court on contempt charges. RTNDA argued the cameramen did not violate the right of privacy of an accused person [TRADE ASSNS., Nov. 11, 1957].

UPCOMING

April

April 27-May 1: NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

April 30-May 1: Missouri Broadcasters Assn., University of Missouri, Columbia.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 2: Chesapeake AP Broadcasters Assn., Sheraton-Belvedere Hotel, Baltimore.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 9: Radio Tv Guild, industry conferences and banquet, San Francisco State College, San Francisco.

May 10: California AP Tv-Radio Assn., annual meeting, El Mirador Hotel, Sacramento.

May 10: UP Broadcasters of Illinois, Allerton State Park, Monticello.

May 10: UP Broadcasters of Michigan, Hotel Olds, Lansing.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 15-16: Nebraska Broadcasters Assn., Scottsbluff.

May 17: UP Broadcasters of Indiana, Sheraton-Lincoln Hotel, Indianapolis.

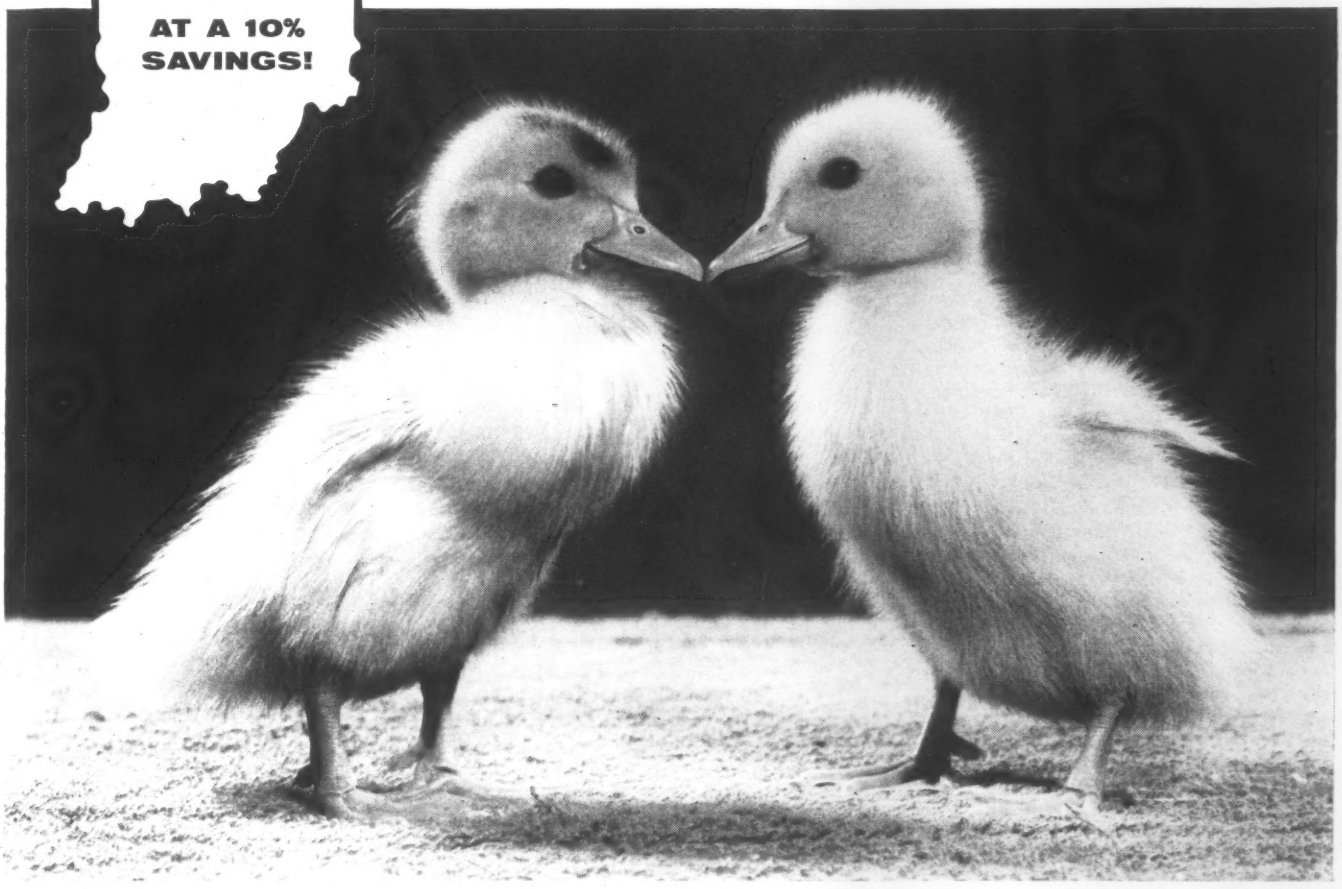
May 19-20: Illinois Broadcasters Assn., of Springfield.

To sell Indiana, you need both the 2nd and 3rd ranking markets.

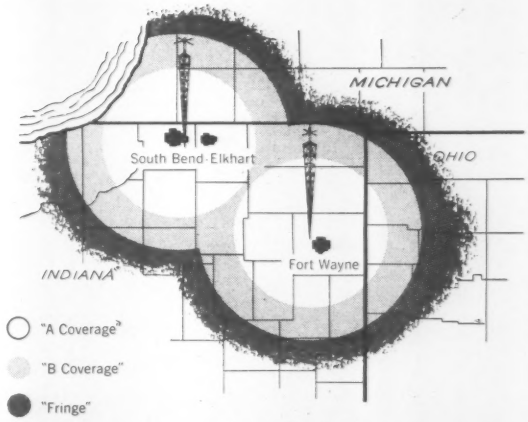
NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWIN BILLING in Indiana!



Now, a new, two-station TV buy blankets *both* the South Bend-Elkhart and Fort Wayne markets, plus healthy chunks of Southern Michigan and Western Ohio. Over 1.6 million population—$2.8 billion Effective Buying Income. Alert buyers are covering these rich markets in combination—and saving 10%! They're buying them right along with Indianapolis—thus covering all the best of Indiana from within—with just two buys!



see your **H-R** man soon!

wsjv 28 SOUTH BEND ELKHART

wkjg 33 FORT WAYNE

NABET, ABC, NBC SEEM NEAR TERMS

- **Weekend settlement possible**
- **Should follow CBS-IBEW lead**

Prospects for an agreement between the National Assn. of Broadcast Employes & Technicians and ABC and NBC were bright over the weekend.

Negotiations were resumed Thursday after a lengthy layoff. A NABET official indicated that a settlement might be reached by late Friday or on Saturday. Undoubtedly CBS' settlement of its strike with the International Brotherhood of Electrical Workers [AT DEADLINE, NETWORKS, April 21] exerted strong influence in speeding up talks between negotiators for NABET and the networks.

NABET employes at NBC and ABC were reported to be "slightly behind" the wage scale of IBEW technicians at CBS under terms of the old contracts, which expired Jan. 31. It is probable that any new contract will embody raises to bring scales on a par with those at CBS (detailed below). Terms of the new pact will be applicable as of Feb. 1.

Network and NABET officials held a preliminary meeting Wednesday to discuss reasons for rejection of an earlier network contract offer by union employes. The CBS settlement, however, made discussion of the earlier proposal virtually academic and negotiators decided to plunge immediately into contract talks.

NABET represents about 1,600 employes at NBC and 800 at ABC. If a settlement is reached over the weekend, it would be subject to membership ratification sometime this week with final action to take place shortly thereafter.

NABET members have continued at their jobs without interruption.

One aftermath of the IBEW-CBS settlement was a report that some disgruntled rank-and-file members of New York Local 1212 were considering the possibility of leaving IBEW and joining either the International Alliance of Theatrical & Stage Employes or NABET.

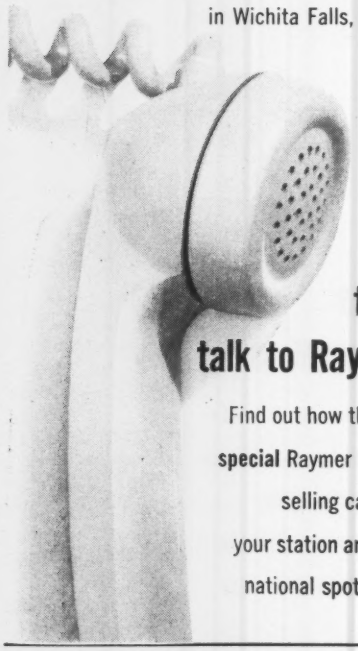
Although the sentiments of Local 1212 leaders could not be ascertained, some members were said to be resentful that IBEW International "took over" the negotiations with the network and scarcely drew upon the counsel of local representatives. Some New York technicians also feel that the wage provisions ultimately agreed upon constituted little or no improvement over CBS' original offer, and that moreover the settlement provided no clarification on the issue of video tape.

Under terms of the three-year contract some 1,300 IBEW employes were granted an immediate 6.4% raise, retroactive to Feb. 1 (the old pact expired Jan. 31) and another 2.6% after 18 months. The top minimum of technicians is raised immediately from $175.50 to $185.50 weekly and rises to $190 on Aug. 1, 1959. The weekly pay of other IBEW employes will increase immediately as follows: Technical directors to $209.50 from $197.50; assistant supervisors, $201.50 from $190 and supervisors to $212 from $200.

On Aug. 1, 1959, an additional 2.6% raise will be applicable.

talk to Howard Fry

Howard will tell you how Raymer Representation gets KFDX-TV the major share of national spot TV business in Wichita Falls, Texas.



then talk to Raymer

Find out how the very special Raymer Way of selling can help your station and your national spot sales.

Chicago AFTRA Disputes Charge That Rates Stifle Live Programs

The charge by Sterling C. Quinlan, ABC vice president in charge of WBKB (TV) Chicago, that talent rates in that city "tend to be inflexible" and to stifle local live programming [TRADE ASSOCIATIONS, March 31], has been countered by the local chapter of American Federation of Television & Radio Artists.

A union spokesman declared that "AFTRA doesn't set rates—it negotiates them" and said the matter could be raised when new local contracts are discussed prior to expiration of present two-year pacts in November.

AFTRA feels, a spokesman said, that the rate structure is not the primary factor in the dearth of local live programming, as Mr. Quinlan suggested. Instead, he claimed, Chicago tv stations are in a cycle whereby "name personality shows and formats" have been de-emphasized.

Movie Majors Rebuff AFM Talks Pending NLRB Action on MGA Rival

The attempt of the American Federation of Musicians to reopen negotiations with major motion picture studios for which AFM members have not worked since Feb. 19 [PERSONNEL RELATIONS, Feb. 24, *et seq.*] was curtly rebuffed last week.

Answering a letter from AFM President James C. Petrillo requesting a meeting "to seek a negotiated settlement," Charles Boren, vice president for labor relations of Assn. of Motion Picture Producers, replied that NLRB had notified his organization that Musicians Guild of America had filed for certification as representative of "all musicians regularly employed by association members." "Under such circumstances," Mr. Boren concluded, "it would be inappropriate to negotiate with respect to the employees involved, pending the determination by the NLRB of this representation petition."

The AFM-MGA feud will be the main feature of tonight's membership meeting of AFM Local 47 in Hollywood. Appeals of individuals suspended or expelled from membership in the local on charges of dual unionism in supporting the MGA cause are the major items on the evening's agenda.

RKO, AFM Interim Truce Signed

RKO Radio Pictures, division of RKO Teleradio Pictures, has signed an interim agreement with the American Federation of Musicians, permitting the motion picture company to employ AFM members. Following similar action by Sam Goldwyn Productions [PERSONNEL RELATIONS, April 14], the RKO contract was hailed by Eliot Daniel, president of AFM Local 47 (Hollywood), as "an important and hopeful sign" of progress in the AFM dispute with the major film studios over terms for a new contract to succeed the one which expired Feb. 19 [PERSONNEL RELATIONS, Feb. 24 *et seq.*].

IATSE Local Launches Job Drive

Faced with mounting unemployment in motion pictures and allied fields, Publicists Assn., Hollywood Local 818 (IATSE), has launched a drive to find jobs for its members in other areas. A six-man committee is canvassing business firms, government agencies, political, fund-raising and labor organizations, advertising agencies, newspapers, magazines, radio and tv stations—any place where public relations know-how is of value, according to Lloyd Ritchie, business agent for the local.

PERSONNEL RELATIONS SHORT

NABET and KTTV (TV) Los Angeles are still negotiating for new contract for station's engineers although former contract expired April 15. NABET members are on job at KTTV, operating under terms of old agreement with new terms to be retroactive to April 16.

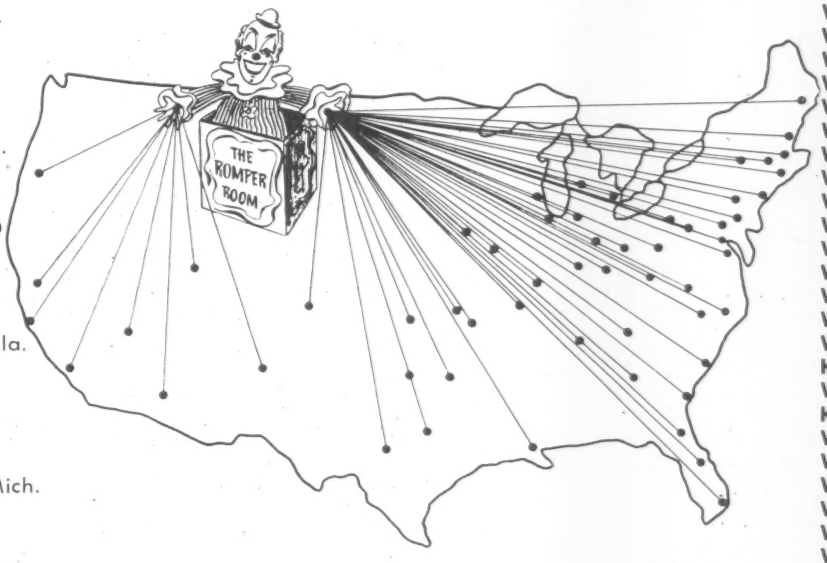
THEY SAID, "IT CAN'T BE DONE!!"

"THE ROMPER ROOM

IS DOING IT!!"

—A LIVE, SYNDICATED CHILDREN'S PROGRAM COMMERCIALLY SUCCESSFUL FROM COAST TO COAST—

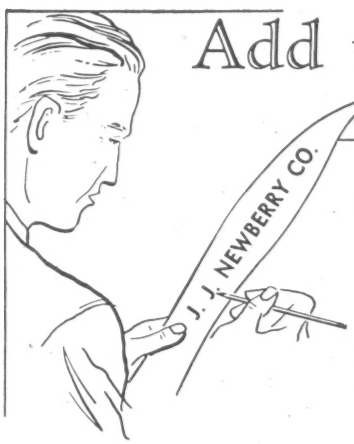
KCRA-TV, Sacramento, Cal.
KGO-TV, San Francisco, Cal.
KTLA-TV, Los Angeles, Cal.
KLRJ-TV, Las Vegas, Nev.
KBTV-TV, Denver, Colo.
KVAR-TV, Phoenix, Ariz.
KGGM-TV, Albuquerque, N. M.
WFAA-TV, Dallas, Tex.
KCTV-TV, San Angelo, Tex.
KSL-TV, Salt Lake City, Utah
WOC-TV, Davenport, Iowa
WHO-TV, Des Moines, Iowa
WITI-TV, Milwaukee, Wis.
KFSA-TV, Fort Smith, Ark.
KOCO-TV, Oklahoma City, Okla.
KAKE-TV, Wichita, Kansas
WKJG-TV, Fort Wayne, Ind.
WFBM-TV, Indianapolis, Ind.
KMBC-TV, Kansas City, Mo.
WIIC-TV, Pittsburgh, Pa.
WOOD-TV, Grand Rapids, Mich.
WSLS-TV, Roanoke, Va.
WBRZ-TV, Baton Rouge, La.
WUSN-TV, Charleston, S. C.
WABI-TV, Bangor, Maine
WLWA, Atlanta, Ga.



WCSH-TV, Portland, Maine
WWLP-TV, Springfield, Mass.

WHDH-TV Boston, Mass.
WTEN-TV, Albany, N. Y.

WCAU-TV, Philadelphia, Pa.
WJAC-TV, Johnstown, Pa.
WGAL-TV, Lancaster, Pa.
WDAU-TV, Scranton, Pa.
WABD-TV, New York, N. Y.
WGN-TV, Chicago, Ill.
WKRC-TV, Cincinnati, Ohio
WTVN-TV, Columbus, Ohio
WTVP-TV, Decatur, Ill.
WWJ-TV, Detroit, Mich.
WSJV-TV, Elkhart, Ind.
WFGA-TV, Jacksonville, Fla.
WDBO-TV, Orlando, Fla.
WTOC-TV, Savannah, Ga.
WCKT-TV, Miami, Fla.
WTRF-TV, Wheeling, W. Va.
KTVI-TV, St. Louis, Mo.
WMAL-TV, Washington, D. C.
KTTS-TV, Springfield, Mo.
WRAL-TV, Raleigh, N. C.
WNCT-TV, Greenville, N. C.
WPRO-TV, Providence, R. I.
WSAZ-TV, Huntington, W. Va.
WJZ-TV, Baltimore, Md.
WATE-TV, Knoxville, Tenn.
WSIX-TV, Nashville, Tenn.
WEWS, Cleveland, Ohio



Add up these happy Sponsors:

WALGREEN DRUG STORES—COCOA MARSH—READ'S DRUG STORES—MILLER'S SUPER MKTS.—

STOP-N-SHOP FOOD STORES—BOND BREAD—VITA-YUMS—HAW KI SUPPLY COMPANY—

M. D. ORUM-JOBBERS—PEPSI COLA—I. LODGE & CO.—BORDEN'S MILK—IMEX JOBBERS—

BACTINE 1-A-DAY BRAND—MEIJER'S FOOD STORES—SUNBEAM BREAD—W. T. GRANT CO.—

PIGGLY-WIGGLY FOOD STORES—STANDARD FOOD STORES—POP-A-DAY—CRANS SUPPLY—

CONSOLIDATED ATHLETIC SUPPLY CO.—PITTSBURGH WHOLESALE CO.—

PORTEOUS MITCHELL & BRAUN—PLAY PAK—ETTMAN SPECIALTY CO.—BELK GRIFFITH

SEALTEST ICE CREAM—CREAM O'WEBER COTTONWOOD DAIRIES—KAN-SUN DAIRIES—

F. W. WOOLWORTH CO.—CABELL'S MINIT MKTS.—

CALL OR WIRE:

BERT CLASTER
ROMPER ROOM, INC.
110 W. NORTH AVENUE
BALTIMORE 1, MARYLAND

NABET, ABC, NBC SEEM NEAR TERMS

- **Weekend settlement possible**
- **Should follow CBS-IBEW lead**

Prospects for an agreement between the National Assn. of Broadcast Employes & Technicians and ABC and NBC were bright over the weekend.

Negotiations were resumed Thursday after a lengthy layoff. A NABET official indicated that a settlement might be reached by late Friday or on Saturday. Undoubtedly CBS' settlement of its strike with the International Brotherhood of Electrical Workers [AT DEADLINE, NETWORKS, April 21] exerted strong influence in speeding up talks between negotiators for NABET and the networks.

NABET employes at NBC and ABC were reported to be "slightly behind" the wage scale of IBEW technicians at CBS under terms of the old contracts, which expired Jan. 31. It is probable that any new contract will embody raises to bring scales on a par with those at CBS (detailed below). Terms of the new pact will be applicable as of Feb. 1.

Network and NABET officials held a preliminary meeting Wednesday to discuss reasons for rejection of an earlier network contract offer by union employes. The CBS settlement, however, made discussion of the earlier proposal virtually academic and negotiators decided to plunge immediately into contract talks.

NABET represents about 1,600 employes at NBC and 800 at ABC. If a settlement is reached over the weekend, it would be subject to membership ratification sometime this week with final action to take place shortly thereafter.

NABET members have continued at their jobs without interruption.

One aftermath of the IBEW-CBS settlement was a report that some disgruntled rank-and-file members of New York Local 1212 were considering the possibility of leaving IBEW and joining either the International Alliance of Theatrical & Stage Employes or NABET.

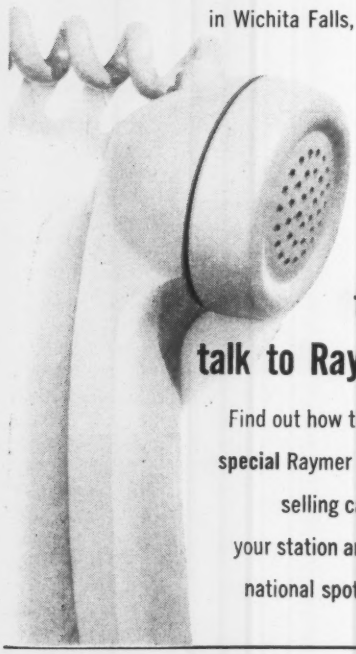
Although the sentiments of Local 1212 leaders could not be ascertained, some members were said to be resentful that IBEW International "took over" the negotiations with the network and scarcely drew upon the counsel of local representatives. Some New York technicians also feel that the wage provisions ultimately agreed upon constituted little or no improvement over CBS' original offer, and that moreover the settlement provided no clarification on the issue of video tape.

Under terms of the three-year contract some 1,300 IBEW employes were granted an immediate 6.4% raise, retroactive to Feb. 1 (the old pact expired Jan. 31) and another 2.6% after 18 months. The top minimum of technicians is raised immediately from $175.50 to $185.50 weekly and rises to $190 on Aug. 1, 1959. The weekly pay of other IBEW employes will increase immediately as follows: Technical directors to $209.50 from $197.50; assistant supervisors, $201.50 from $190 and supervisors to $212 from $200.

On Aug. 1, 1959, an additional 2.6% raise will be applicable.

talk to
Howard Fry

Howard will tell you how Raymer Representation gets KFDX-TV the major share of national spot TV business in Wichita Falls, Texas.



then
talk to Raymer

Find out how the very special Raymer Way of selling can help your station and your national spot sales.

Chicago AFTRA Disputes Charge That Rates Stifle Live Programs

The charge by Sterling C. Quinlan, ABC vice president in charge of WBKB (TV) Chicago, that talent rates in that city "tend to be inflexible" and to stifle local live programming [TRADE ASSOCIATIONS, March 31], has been countered by the local chapter of American Federation of Television & Radio Artists.

A union spokesman declared that "AFTRA doesn't set rates—it negotiates them" and said the matter could be raised when new local contracts are discussed prior to expiration of present two-year pacts in November.

AFTRA feels, a spokesman said, that the rate structure is not the primary factor in the dearth of local live programming, as Mr. Quinlan suggested. Instead, he claimed, Chicago tv stations are in a cycle whereby "name personality shows and formats" have been de-emphasized.

Movie Majors Rebuff AFM Talks Pending NLRB Action on MGA Rival

The attempt of the American Federation of Musicians to reopen negotiations with major motion picture studios for which AFM members have not worked since Feb. 19 [PERSONNEL RELATIONS, Feb. 24, *et seq.*] was curtly rebuffed last week.

Answering a letter from AFM President James C. Petrillo requesting a meeting "to seek a negotiated settlement," Charles Boren, vice president for labor relations of Assn. of Motion Picture Producers, replied that NLRB had notified his organization that Musicians Guild of America had filed for certification as representative of "all musicians regularly employed by association members." "Under such circumstances," Mr. Boren concluded, "it would be inappropriate to negotiate with respect to the employees involved, pending the determination by the NLRB of this representation petition."

The AFM-MGA feud will be the main feature of tonight's membership meeting of AFM Local 47 in Hollywood. Appeals of individuals suspended or expelled from membership in the local on charges of dual unionism in supporting the MGA cause are the major items on the evening's agenda.

RKO, AFM Interim Truce Signed

RKO Radio Pictures, division of RKO Teleradio Pictures, has signed an interim agreement with the American Federation of Musicians, permitting the motion picture company to employ AFM members. Following similar action by Sam Goldwyn Productions [PERSONNEL RELATIONS, April 14], the RKO contract was hailed by Eliot Daniel, president of AFM Local 47 (Hollywood), as "an important and hopeful sign" of progress in the AFM dispute with the major film studios over terms for a new contract to succeed the one which expired Feb. 19 [PERSONNEL RELATIONS, Feb. 24 *et seq.*].

IATSE Local Launches Job Drive

Faced with mounting unemployment in motion pictures and allied fields, Publicists Assn., Hollywood Local 818 (IATSE), has launched a drive to find jobs for its members in other areas. A six-man committee is canvassing business firms, government agencies, political, fund-raising and labor organizations, advertising agencies, newspapers, magazines, radio and tv stations—any place where public relations know-how is of value, according to Lloyd Ritchie, business agent for the local.

PERSONNEL RELATIONS SHORT

NABET and KTTV (TV) Los Angeles are still negotiating for new contract for station's engineers although former contract expired April 15. NABET members are on job at KTTV, operating under terms of old agreement with new terms to be retroactive to April 16.

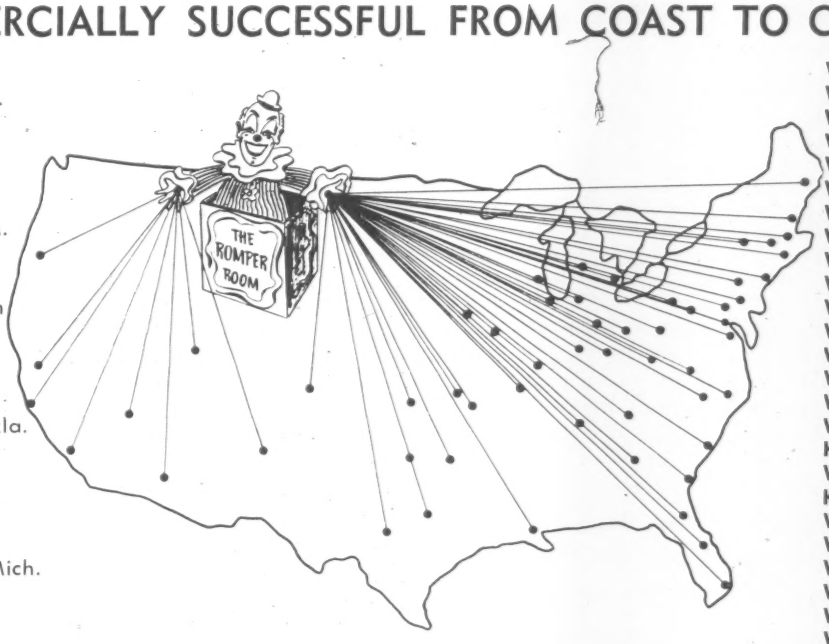
THEY SAID, "IT CAN'T BE DONE!!"

"THE ROMPER ROOM

IS DOING IT!!"

—A LIVE, SYNDICATED CHILDREN'S PROGRAM COMMERCIALLY SUCCESSFUL FROM COAST TO COAST—

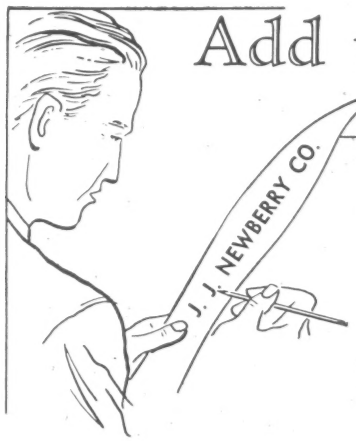
KCRA-TV, Sacramento, Cal.
KGO-TV, San Francisco, Cal.
KTLA-TV, Los Angeles, Cal.
KLRJ-TV, Las Vegas, Nev.
KBTV-TV, Denver, Colo.
KVAR-TV, Phoenix, Ariz.
KGGM-TV, Albuquerque, N. M.
WFAA-TV, Dallas, Tex.
KCTV-TV, San Angelo, Tex.
KSL-TV, Salt Lake City, Utah
WOC-TV, Davenport, Iowa
WHO-TV, Des Moines, Iowa
WITI-TV, Milwaukee, Wis.
KFSA-TV, Fort Smith, Ark.
KOCO-TV, Oklahoma City, Okla.
KAKE-TV, Wichita, Kansas
WKJG-TV, Fort Wayne, Ind.
WFBM-TV, Indianapolis, Ind.
KMBC-TV, Kansas City, Mo.
WIIC-TV, Pittsburgh, Pa.
WOOD-TV, Grand Rapids, Mich.
WSLS-TV, Roanoke, Va.
WBRZ-TV, Baton Rouge, La.
WUSN-TV, Charleston, S. C.
WABI-TV, Bangor, Maine
WLWA, Atlanta, Ga.



WCSH-TV, Portland, Maine
WWLP-TV, Springfield, Mass.

WHDH-TV Boston, Mass.
WTEN-TV, Albany, N. Y.

WCAU-TV, Philadelphia, Pa.
WJAC-TV, Johnstown, Pa.
WGAL-TV, Lancaster, Pa.
WDAU-TV, Scranton, Pa.
WABD-TV, New York, N. Y.
WGN-TV, Chicago, Ill.
WKRC-TV, Cincinnati, Ohio
WTVN-TV, Columbus, Ohio
WTVP-TV, Decatur, Ill.
WWJ-TV, Detroit, Mich.
WSJV-TV, Elkhart, Ind.
WFGA-TV, Jacksonville, Fla.
WDBO-TV, Orlando, Fla.
WTOC-TV, Savannah, Ga.
WCKT-TV, Miami, Fla.
WTRF-TV, Wheeling, W. Va.
KTVI-TV, St. Louis, Mo.
WMAL-TV, Washington, D. C.
KTTS-TV, Springfield, Mo.
WRAL-TV, Raleigh, N. C.
WNCT-TV, Greenville, N. C.
WPRO-TV, Providence, R. I.
WSAZ-TV, Huntington, W. Va.
WJZ-TV, Baltimore, Md.
WATE-TV, Knoxville, Tenn.
WSIX-TV, Nashville, Tenn.
WEWS, Cleveland, Ohio



Add up these happy Sponsors:

WALGREEN DRUG STORES—COCOA MARSH—READ'S DRUG STORES—MILLER'S SUPER MKTS.—

STOP-N-SHOP FOOD STORES—BOND BREAD—VITA-YUMS—HAW KI SUPPLY COMPANY—

M. D. ORUM-JOBBERS—PEPSI COLA—I. LODGE & CO.—BORDEN'S MILK—IMEX JOBBERS—

BACTINE 1-A-DAY BRAND—MEIJER'S FOOD STORES—SUNBEAM BREAD—W. T. GRANT CO.—

PIGGLY-WIGGLY FOOD STORES—STANDARD FOOD STORES—POP-A-DAY—CRANS SUPPLY—

CONSOLIDATED ATHLETIC SUPPLY CO.—PITTSBURGH WHOLESALE CO.—

PORTEOUS MITCHELL & BRAUN—PLAY PAK—ETTMAN SPECIALTY CO.—BELK GRIFFITH

SEALTEST ICE CREAM—CREAM O'WEBER COTTONWOOD DAIRIES—KAN-SUN DAIRIES—

F. W. WOOLWORTH CO.—CABELL'S MINIT MKTS.—

CALL OR WIRE:

BERT CLASTER
ROMPER ROOM, INC.
110 W. NORTH AVENUE
BALTIMORE 1, MARYLAND

AB-PT Earnings Up; Tv Billings Improve

The profit picture at American Broadcasting-Paramount Theatres looked good for the first quarter of this year.

In a report to stockholders, AB-PT President Leonard H. Goldenson revealed last week that consolidated earnings were up and ABC-TV showed an improvement in gross billing over the comparable quarter last year.

Mr. Goldenson drew attention to ABC-TV's rate readjustment that emphasizes, as does NBC-TV's, the discounts allowed advertisers for weekly and alternate-weekly sponsorships [NETWORKS, April 21]. Said Mr. Goldenson: ". . . ABC-TV is presenting a competitively advantageous cost structure which should commend itself to advertisers, particularly during a period of economic uncertainty."

Of radio network changes, Mr. Goldenson said ABC's radio organization is undergoing a material reduction in costs "and a streamlining of the organizational structure in order to bring it more in line with present day conditions."

AB-PT's estimated net operating profit for the first quarter totaled $1,854,000 or 43 cents per share compared with $1,743,000 or 40 cents a share in the same quarter of 1957. Including net capital gains, consolidated earnings came to $1,958,000 or 45 cents a share compared with $1,799,000 or 41 cents a share in 1957. Mr. Goldenson said ABC-TV gross time billings for the first quarter increased about 36% over the corresponding period of a year ago.

Last month, AB-PT's annual report showed the broadcast division to be the top money maker for the company for the first time since the merged theatre chain and broadcast entity was created in 1953.

National Tv Success Recounted By CBS-TV in 'Television 1958'

An up-to-date presentation comparing television with other media and more particularly CBS-TV's claims of preference over NBC-TV and ABC-TV was mailed by CBS-TV last week to its full list of agencies, clients and prospects. Titled "Television 1958," the brochure tells "why national advertisers invest 25% more in television than in any other medium."

The brochure, by charts and copy, notes television is now in 85% of U.S. homes and will be in 92% by 1960; family viewing time averages more than 5 hours daily and "people spend more time" with television (55%) than with radio (29%), newspaper (11%) and magazines (5%) combined; over the past five years, television has doubled its audience ("other media lag behind population growth"), and "television produces the biggest audiences for the average advertiser." The presentation says tv's audience costs have increased less than those of other media and claims an advertising message reaches people at lower cost through tv "than through printed media." CBS-TV's average nighttime commercial minute cost-per-thousand of $1.34 is cited.

Observing that "more national advertising dollars are now budgeted in television than in any other medium," the brochure concludes, "Advertisers buy more time on CBS-TV than on any other network, for the fifth straight year."

ABC-TV Outlines Policy Details For Readjusted Rate Structure

ABC-TV last week issued an official announcement of its new rate card (No. 8), effective April 15, which is characterized by a downward revision in discounts [NETWORKS, April 21].

The network emphasized that its discounts still compared favorably with those of other networks. Features of the new rate card, not previously disclosed: Continuance of the policy requiring for each program a minimum cleared gross for station time equivalent to $66,000 for each Class A hour telecast, rather than a "must buy" station lineup; a realignment of rate classifications whereby Class A is Sunday through Saturday, 6-11 p.m. (formerly Monday through Saturday, 6-11 p.m., Sunday 5-11 p.m.); Class B (75% of evening rate) applies to stations not primarily affiliated with ABC-TV (formerly included Saturday, 2-6 p.m., and Sunday 1-5 p.m.); Class C (50% of evening rate) applies Sunday through Saturday, 11 p.m. to sign-off Saturday and Sunday, 9 a.m.-6 p.m., and Monday through Friday, 5-6 p.m. (formerly for all other times except as provided in Class D); Class D (33⅓% of evening rate) applies in the daytime up to 5 p.m., Monday through Friday, except for special programs on national holidays where Class C will prevail (as previously.)

KVKM-TV Signs as ABC Affiliate

KVKM-TV Monahans, Tex., has signed as a secondary affiliate of ABC-TV, effective August 15, according to Alfred R. Beckman, vice president in charge of ABC-TV station relations. Station, which will operate on ch. 9 with 27.5 kw video power and 13.8 kw audio power, is owned and operated by Monahans Broadcasters, with J. Ross Rucker as general manager of the new facility.

KMAC Joins ABC Radio

KMAC San Antonio, Tex., has become ABC Radio's 293d affiliate effective immediately, it was announced by the network a fortnight ago. Station, 5 kw on 630 kc, is owned and operated by Howard W. Davis-The Walmac Co.

NBC-TV Affiliates Plan Meet

NBC-TV television affiliates will meet Oct. 23-24 at the Plaza Hotel, New York, immediately following the Oct. 22 meeting of NBC radio affiliates at the same hotel. Walter J. Damm, WTMJ-TV Milwaukee, chairman of the tv affiliates board, said the two-day tv program will open with an Oct. 23 morning meeting of affiliates and NBC officials.

In the Syracuse Market

WSYR-TV Covers 70,000 More TV Homes Than Its Major Competitor

This striking margin of coverage superiority, delivered by WSYR-TV *alone*, makes this station far and away the most effective and economical buy in a market where buying power exceeds $2½ billion annually.

... and That's Before Counting the Big Bonus... WSYE-TV, Elmira N. Y.

When you buy WSYR-TV, you also get its power-packed satellite, WSYE-TV, delivering big plus coverage of the Elmira-Corning area—*a complete additional market at no additional cost!*

... and, incidentally, if ratings fascinate you, read the current ARB report for Syracuse, showing WSYR-TV's clear margin of superiority from sign-on to sign-off.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC

Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

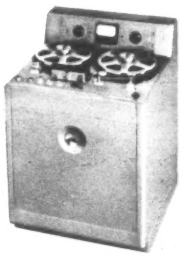
Plus WSYE-TV channel 18 ELMIRA, N. Y.

AMPEX

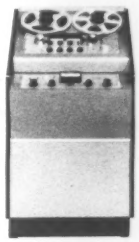
World Leader in Precision Magnetic Tape Recording Instruments

Ampex Precision Magnetic Tape Recorders are in service throughout the world . . . in Television and Radio Broadcasting Stations, professional Recording Studios, Scientific and Guided Missile Installations and in Stereophonic Music Systems for the Home.

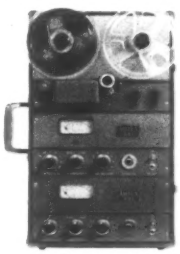
VR-1000 *Videotape Recorder*
First commercially available *Videotape* Recorder. Magnetically records what the camera "sees", either black and white or color. Playbacks look "live".



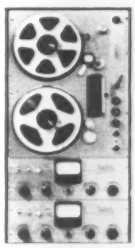
MODEL 300
Magnetic Tape Recorder
The standard of the professional recording industry, it consistently delivers the finest in audio reproduction.



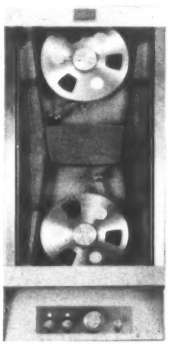
MODEL 350
Magnetic Tape Recorder
First choice of the Radio Broadcasting industry, it provides flexibility with the utmost in reliability and convenience.



MODEL 601-2
Portable Magnetic Tape Recorder
First professional quality portable. Lightweight and compact, it meets rigid standards of audio and mechanical performance.



MODEL 300
Multi-Channel Recorder
Part of the famous Ampex 300 series, available in from one to eight separately controlled channels. Makes the professional recorder complete master of the world of sound.



Recorders for data and control . . . Another major Ampex division makes a broad line of tape recorders for engineering, scientific and business data. Photo shows an FR-300 digital tape handler.

For the Home . . . Ampex makes a wide variety of stereophonic tape recorders for Home Hi-Fi installation. Available in consoles, portables and modular units for custom sound systems.

Tenth Year of Leadership

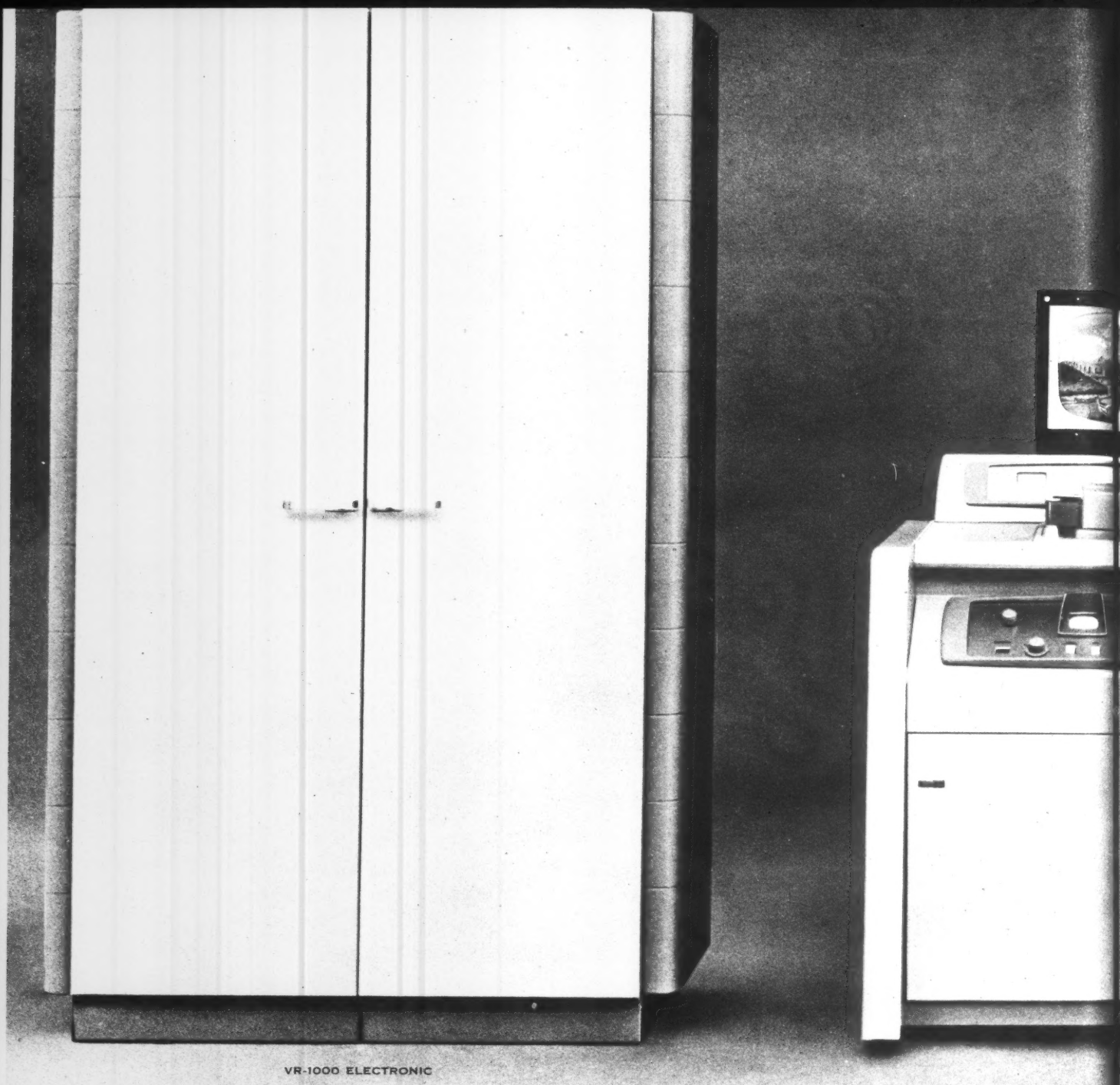
AMPEX CORPORATION

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

NEW YORK, CHICAGO, ATLANTA, LOS ANGELES, DALLAS, WASHINGTON, D.C.
DETROIT, SAN FRANCISCO, TORONTO • Representatives in over fifty countries

professional products division

PREPARED BY BOLAND ASSOCIATES PRINTED IN U.S.A. 106M-1-58



VR-1000 ELECTRONIC

THE **AMPEX*** **VR-1000** BRINGS YOU LIVE QU

Black and White

The Ampex VR-1000 is the ultimate in television recording and playback. Both picture and sound match the realism of the original performance. Telecasts played back from the Ampex VR-1000 appear identical to live TV.

The Ampex VR-1000 is a complete television recording and playback facility. Playbacks are immediate or they may be delayed indefinitely. Tapes are interchangeable and *re-usable*. Editing is *proved* and practical. Thus the Ampex VR-1000 brings new flexibility into all station operations . . . in scheduling programs, commercials and special events . . . and in scheduling performers, camera crews and studio time.

The Ampex VR-1000 *Videotape* Recorder has been in daily use by the networks since November 30, 1956, and by farsighted independent stations since November 30, 1957. Accelerated production of the VR-1000 assures delivery of all back orders before Daylight Savings Time in April, 1958, with prompt delivery on subsequent orders.

The Ampex VR-1000 repays its cost in a hurry, starts paying for itself immediately in your black and white operations, adapting to color whenever *you're* ready for it.

CONSOLE

COLOR ACCESSORY

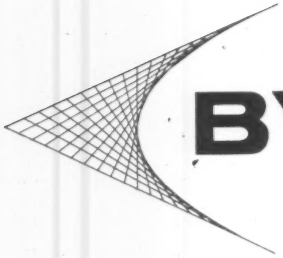
QUALITY VIDEOTAPE* RECORDING AND PLAYBACK

The Ampex VR-1000 adapts to color by adding a single rack of electronics, with necessary inter-connections. Then, every subtle gradation in color is recorded and playbacks are brilliantly "live." Using this Ampex accessory, your station's change-over to color not only costs less but is greatly simplified. Color conversion assemblies are available beginning mid-summer 1958.

Ampex would like to tell you more about *Videotape* recording and playback — how stations increase their efficiency and potentials, how sponsors benefit from fluffless, pre-recorded live quality commercials. The complete story is covered in a fully illustrated booklet. *For your free copy, write today to Ampex Corporation, Professional Products Division, 850 Charter Street, Redwood City, California.*

*TM Ampex Corp.

BLACK & WHITE AND FULL COLOR VIDEOTAPE RECORDING



BY AMPEX

COPYRIGHT 1958 AMPEX CORPORATION

FILM

UA OPENS BIDDING ON NEW POST-'48's

- **Supply may slow down**
- **Exhibitor pressure felt?**

The third package of United Artists television post-1948 feature films that will be made available to tv film buyers today (Monday) in Los Angeles raises this question of interest to station officials and agency executives: Is this UA-TV's final bulk offering to tv for many months to come?

Availability of the "UA-65" package, reported exclusively in BROADCASTING last week [FILM, April 21] puts on the market the largest block of 1955-56 theatrical films heretofore shown on video. (In fact, there are only a handful of pre-1955 movies and none antedating 1950). Of the 65 titles, 26 have never been shown in U. S. film houses; the bulk are foreign-made with U. S. produced films numbering approximately 25.

Other film executives talked to last week minimize the impact of this new grouping on exhibitors organizations by pointing to the preponderance of "B" films, classifying no more than 20 of the 65 as "A" product. Some circles regard this newest UA-TV entry as a sop tossed at broadcasters in order to placate the clamoring exhibitors. According to top UA management this does not mean that UA has surrendered to exhibitor pressure; but a company statement issued Thursday is meaningful: "United Artists is willing to cooperate with exhibitors in any lawful plan for handling of post-1948 pictures. United Artists currently is holding discussions with exhibitors to reach a common tv policy."

Of significance is the inclusion of a good many non-UA financed feature films produced in Great Britain and India by such English firms as the Danziger Bros. and the Rank organization. Only a month ago, Rank deputy director John Davis told newsmen here that his organization would not release to tv any of its post-1948 film product that had not already been signed over to such U. S. distributors as ABC Film Syndication [FILM, March 31]. In New York last week, Kenneth Hargreaves, president of Rank Film Distributors of America Inc. told BROADCASTING that "this deal with UA was made prior to Mr. Davis' visit here. Seventy-five per cent of the Rank films in the UA package were never released theatrically in this country. His [Mr. Davis] statement referred only to films handled by RFDA."

Speculators last week gave two reasons as to why this may be UA-TV's swansong for the year. The first, reported here earlier, is that UA-TV cannot compete with the parent firm under whose financial blessings it operates [FILM, Feb. 17]. The second is more ominous: various theatrical exhibitors, alarmed at the inroads of tv and a declining box office, are privately threatening a boycott of films made by those UA-signed independent producers now engaged in selling films to tv. The producers cannot afford to alienate those people who are keeping them alive, thus will now take a second

!

Your clients very likely will exclaim "Thank You" when you buy KJEO-TV.

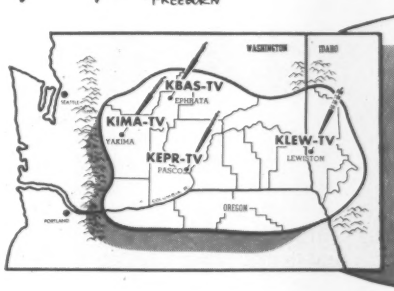
KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less. Call your BRANHAM man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

Looka here, Smidley! This Cascade Television market, KIMA-TV with its satellites, stretches far and wide out there in the West. It's a huge, three-state area abounding with new industry, new farms, thousands of new families. There's a buying potential approaching a billion dollars. I tell ya, Smidley, you just don't find a market like that every day. It's a time-buyer's dream — that Cascade Television.

Quite a market . . .

Automotive Sales....$116,239,000
Food $140,609,000

Source: 1957 "Survey of Buying Power"



KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

NATIONAL REP: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

MISSOURI'S THIRD TV MARKET

147,695 TV HOMES*

KODE-TV in the Joplin market covers a 4-state area with 147,695 TV homes, 669,800 population and $776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of 97,750.

KODE-TV in the Joplin market is 28% taller, and 29% more powerful than any competitor.

*Television Mag. Set Count

CREATED BY

KODE-TV

JOPLIN, MO.

KANSAS 12 KODE TV OKLAHOMA MISSOURI ARKANSAS

A member of the Friendly Group

Harry D. Burke, VP & Genl. Mgr. Rep. by Avery-Knodel

WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg; KODE, KODE-TV, Joplin; WPAR, Parkersburg; WPIT, Pittsburgh; KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago

and more careful look at syndication. A United Artists official privately confirmed reports that the deals with its independent producers for the "UA-65" group were made prior to the time the exhibitors and Paramount's Barney Balaban raised the cry of "hold the line at '48!"

King Takes Top Post In Gross-Krasne Plans

Gerald King, veteran program syndicator in both radio and television, has come out of semi-retirement to join Gross-Krasne Inc., tv production-distribution organization, as vice president. He will operate out of the G-K executive offices in Hollywood, working closely with Mel Schlank, vice president in charge of sales who just last week relocated his headquarters from New York to the Hollywood office of Gross-Krasne.

MR. KING

Transfer of the Gross-Krasne sales headquarters to Hollywood and the appointment of Mr. King are part of an expansion program in preparation for increasing the number of tv series to be syndicated by G-K from the present three to a minimum of eight in the next three months. Following the opening of offices in Dallas and Miami, G-K last week signed Paul Weiss to work out of the new Minneapolis office. Early in May Robert H. Hill, western manager who has been headquartering in Hollywood, will open another new office in San Francisco, where he will be permanently located after June 15. Plans also call for establishing offices in Detroit and St. Louis in the immediate future.

Jerry King, whose radio record goes back to 1925 and includes 10 years as manager of KFWB Los Angeles, with Milton Blink founded Standard Radio Transcription Services in 1934. Messrs. King and Blink were also co-founders of United Television Programs, which in 1953 was sold to Gross-Krasne, after which Mr. King, to use his own words, "semi-retired to sail the Caribbean for a few years."

TPA Programming Plan Pays Off

More than 50 television stations, since Feb. 1, have bought two or more Television Programs of America shows under the "programming-in depth" plan whereby stations can buy from one to ten programs at one time, with air starting dates ranging from one month to a year from the date contracts are signed, it was announced by Michael M. Sillerman, executive vice president.

TPA's "PID" plan is built basically on five series: *Jeff's Collie, New York Confidential, Adventures of Tugboat Annie, New Adventures of Charlie Chan* and *It Happened in Spain.*

Additionally, over 30 small market television stations bought *Jeff's Collie* in a sale amounting to $100,000 which covers 39 programs and 13 repeats.

Official Boost Given To N.Y. Film Industry

As a means of helping to encourage the growth of the film industry in New York City, Mayor Robert F. Wagner last week named his personal assistant, Stanley Lowell, to serve as liaison with the film industry there in order to develop fully the machinery for further cooperation.

Mr. Lowell was instructed to call a meeting for early this week of the civic committee of the Film Producers Assn. of New York and representatives of the police, fire, building, commerce, tax and other city departments. The objective of the meeting will be to explore specific areas in which city departments may alleviate certain restrictive influences in New York City's codes and regulations, particularly with respect to shooting films on city streets, police cooperation, sales tax clarification and modernization of fire regulations.

Mayor Wagner's action followed a meeting with officials of FPA, composed of New York producers of tv film commercials and series, features and industrial films. During the meeting a suggestion was made that FPA stage a film festival similar to events held in other cities of the world, and possibly coordinate the affair with New York's annual Summer Festival. FPA already has announced plans to stage a Showcase of Television Films in mid-May and a Showcase for Sponsored and Special Purpose Films and the suggestion was made that these two might provide the basic material around which an all-embracing film festival might be organized.

Siegel Named to MGM Post

Metro-Goldwyn-Mayer (division of Loew's Inc.), now taking strides to expand tv activity, has appointed a new production chief for its motion picture studio. The new head is independent producer Sol C. Siegel who replaces Ben Thau, a vice president who remains as the studio's administrative head.

Telestudios Adds Tv Recorder

Telestudios Inc., New York has announced that the new Ampex VR-1000 videotape recorder has been installed at the company and is available for immediate use by agencies, sponsors and package producers. Telestudios said the move marks "the first installation of a videotape recording unit by a non-broadcaster." George Gould, Telestudios president, stated that the company plans to hold a series of afternoon "workshops" later this month, so that advertisers, agency personnel and package producers may become acquainted with videotape recording techniques.

Mirisch Starts Tv Production

The Mirisch Co., Hollywood, associated with theatrical film production, is entering the tv field. Harold Mirisch, president of the firm, said his company's policy will be to ally itself with established tv production companies and networks. Initial efforts will be in association with independent

Great Albums of Music Station

PULSE REPORT *
a 3 months study of listening habits *reveals*
WVNJ
has more listeners in essex county than any radio station in New York or New Jersey

Represented by:
Broadcast Times Sales
New York OX 7-1696

Essex County: population 983,500
Effective Buying Income $2,324,743,000
per family E.B.I.—$7,940

Source: Sales Management—
Survey of Buying Power – May 1957

WVNJ Newark, New Jersey
RADIO STATION OF The Newark News

* A copy of this revealing report will be mailed to any advertiser or agency.

producer Louis Edelman and NBC for the production of an untitled series with a western setting, based on a railroad detective's adventures, and another called *Five Cornered Star* (pilot based on the founding of the U. S. Secret Service). Walter W. Mirisch, vice president in charge of production, will produce both series.

NTA Names Lax to Supervise New Brussels-Paris-Rome Arms

National Telefilm Assoc., New York, last week announced the establishment of three overseas offices in Rome, Paris and Brussels.

Leo Lax, president of Leo Lax Films, Paris, has been placed in charge of operations for the three offices. The Paris office will be located at 21 Avenue Kleber; the Rome office at 12, Via Po. The Brussels address will be announced shortly. Eros Films handles distribution of NTA product in the British Isles.

MR. LAX

Oliver A. Unger, NTA president, said initial programming to be offered in France, Italy and Belgium will be the *Sheriff of Cochise* series. He added that the new operation will supply NTA film product to the industry on the Continent; supervise the release of motion pictures for theatrical exhibitions (NTA holds theatrical rights to a group of features), and arrange for production and co-production activities abroad.

NTA Allots $150,000 Ad Budget To Promotion of Film Network

National Telefilm Assoc., New York, last week launched an intensive advertising campaign on behalf of the NTA Film Network, investing about $150,000 in both consumer and trade publications over a three-week period to acquaint advertisers and their agencies with the network's concept of operations and its fall programming plans.

The advertisements in both the consumer and trade press point out how advertisers can use the NTA Film Network to obtain "maximum tv exposure and at a minimum cost," and describe the "Big Night" plan, under which the network will offer a three-hour block of programs to be telecast between 7:30-10:30 p.m.

The consumer press schedule calls for a series of daily full page ads and 1,000 line ads in the *New York Times*, the *Wall Street Journal*, the *New York Herald-Tribune*, the *New York Journal American* and the *New York World-Telegram & Sun*. The schedule for trade publications includes a series of full page ads in BROADCASTING and seven other radio-tv-advertising publications. The campaign, which will run through mid-May, was conceived by Kermit Kahn, advertising director of the NTA Film Network and Moss Assoc., New York, agency for the network.

AP Report Emphasizes Coverage Improvements

Advances in news coverage including servicing to radio and television were covered last week in the Associated Press annual board of directors report to members. The report was released in conjunction with the American Newspaper Publishers Assn. annual meeting in New York.

AP noted it now serves about half the U. S. broadcast stations with the total past the 1,750 station mark. More than 100 stations were added last year alone. Attention was given in the report to the Associated Press Radio & Television Assn. and state and regional membership groups in the broadcast field for helping to produce a "superior news report for oral presentation." News supplied by these members expanded in volume and quality with broadcast members providing coverage from more than 500 communities in which there is no newspaper member.

The AP report hit the front pages with a caustic reminder of the role of the free press, radio and television by rejecting criticism that the news media had overplayed the failure of Vanguard to be placed into orbit last December and the onset of the economic recession. "In a free country, it is the duty of the government (in this case the armed services) and the press, radio and television, to report the facts, good and bad. The strength of democracy lies in an informed people," the AP report declared.

AP said it "would be unthinkable to suppress news of any kind" in commenting on the serious suggestion by some "that news media had accelerated (or even caused) the downturn [in the economy] by reporting unfavorable facts."

UP Reports Clients Number Over 5,000

The United Press has a record 5,063 clients, or 230 more than it did a year ago, according to UP's annual roundup of activities presented to its executives. The report coincided with the annual newspaper publishers' convention held last week in New York.

The total is for both news and newspicture services and includes newspaper, radio, tv and special clients. Other highlights of UP's summary:

Frank H. Bartholomew, UP's President, urged news executives to give first attention to the future and plan to meet the needs of a changing world.

In nose count, the news wire service added five more bureaus for a global total of 210; total mileage of UP's news and photo networks in the U. S. comes to 425,413; United Press newspictures clients total 679 (ending March 31) for a net gain of 40; additional radio newscasts including one more five-minute summary, two more 15-minute roundups, six more one-minute headlines and one more *Sports at a Glance* program.

Among those reporting were Charles E. Ahrens, national radio news editor, who cited the shift during 1957 of the radio news headquarters from New York to Chicago as having freshened and sped newscasts, and William R. Higginbotham, manager of UP's Movietone News, who said UPMT now supplies more daily newsfilm to more stations than all other services combined and has coverage that goes to stations in nearly every major city in this country and in Europe, Asia, Australia and Latin America.

Mr. Ahrens said UP radio service now provides twice as much regional news as any other news agency (440 minutes of the 1,440 minutes of every weekday). Mr. Higginbotham noted that spot delivery of newsfilm from laboratories nearest the scene of the stories has been increased. Among overseas gains cited: UPMT is being broadcast in all except one of Latin America's tv markets and Korea and Thailand are the newest Asian clients of UP's tv service.

INS' Streamlining Stressed in Report

Theme of the International News Service annual report last week was an emphasis on making each word count in its news and feature service to meet a climate of "production costs still rising in the face of a continually stiffer fight for advertising dollars among newspapers generally . . ."

The INS report was made by Kingsbury Smith, vice president and general manager, and released to coincide with the holding of the newspaper publishers' convention in New York.

Mr. Smith's report found INS and its divisions gaining a total of 249 clients during the past 12-month period. Included among the clients are newspapers, tv and radio stations, magazines and still other outlets in the U. S. and abroad.

In tv alone, INS-Telenews newsfilm services expanded in both the U. S. and abroad, Mr. Smith commented, noting that its newest tv program, *Farm Newsreel*, is now on 64 stations in 22 states under sponsorship of the American Cyanamid Co. This program series is produced in cooperation with Cunningham & Walsh, New York, agency for American Cyanamid [ADVERTISERS & AGENCIES, Jan. 20].

Ashley-Steiner Agency Absorbs Goldman Talent List, Personnel

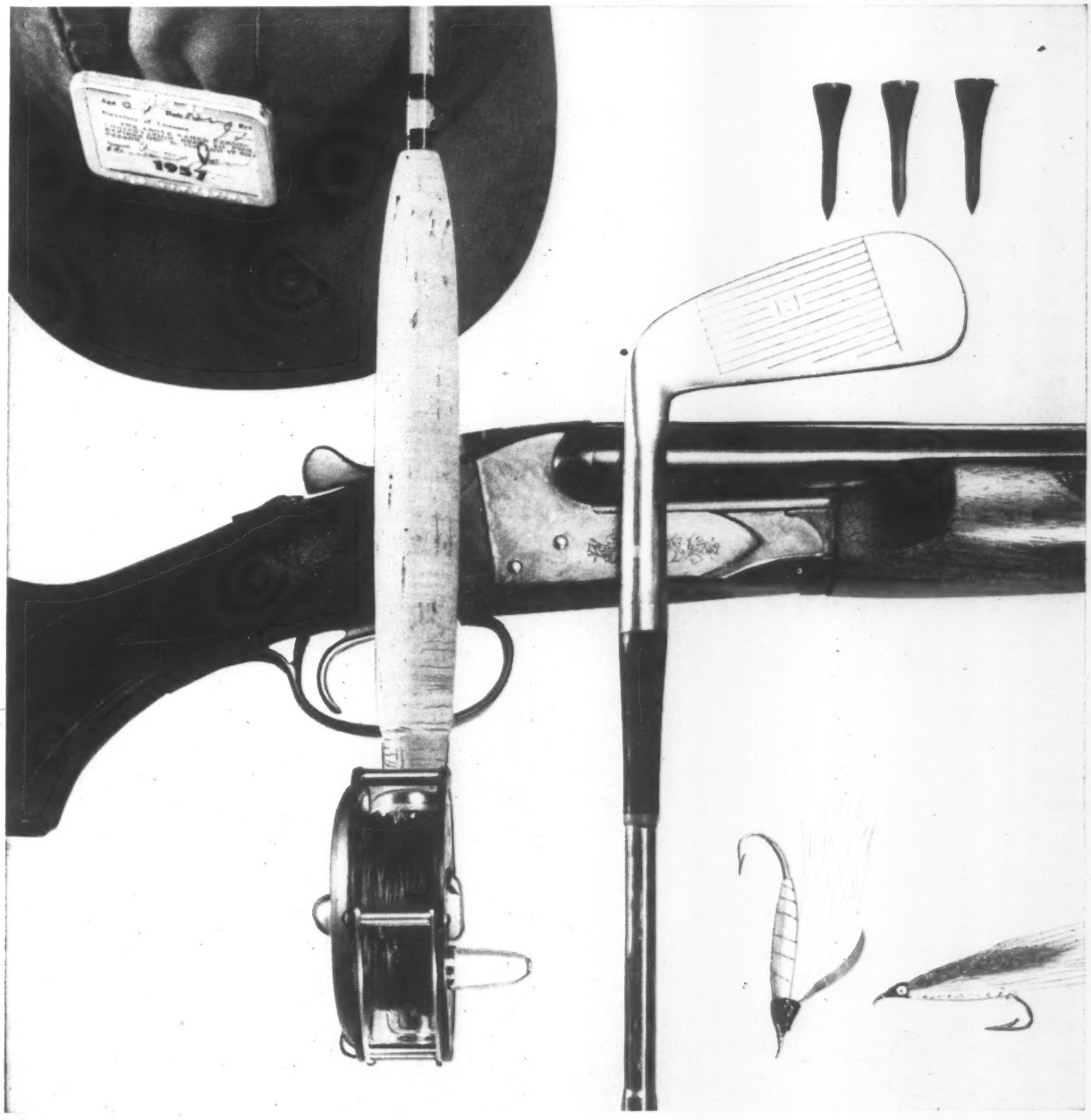
Ashley-Steiner talent agency, New York and Hollywood, which in past years has primarily specialized in tv talent [LEAD STORY, Oct. 21, 1957] last week got itself a brand new stable of actors and actresses—many of them familiar faces on the tv screen—when it took over, lock, stock and barrel, the Milton Goldman Agency, New York.

Among the talent affected by the absorption: Edward Andrews, Raymond *(Perry Mason)* Burr, Hans *(Hansel & Gretel)* Conreid, Bert Freed, Cyril Ritchard, Sir Cedric Hardwicke, Henry Morgan, Anthony Quayle, Ilka Chase, Hermione Gingold, Phyllis *(The Thin Man)* Kirk, Eva Le Gallienne and some 75 others.

Terms of the purchase were not disclosed

ESSO RESEARCH works wonders with oil

Bright promise of pleasure



On their way from manufacturer to store to you, metal parts stay bright thanks to a thin coating that prevents rust. You can't see it. You scarcely feel it. But these petroleum-based products of Esso Research are also helping roller skates to stay bright, knives and razor blades to stay keen. Often in such unusual ways, **ESSO RESEARCH** *works wonders with oil.*

Esso

by A-S officials. As of today (Monday) the Goldman Agency will cease to exist in name, with its 22 E. 60th St. New York offices being closed. All Goldman executive and office personnel will move with their talent roster into the A-S offices.

Stations Offered Comedy Tapes In Radio Service by Fox Ideas

Fox Ideas Inc., Baltimore, is introducing a comedy tape service for use in hour radio program segments. Presenting star comedians, the Fox series can be used with music, commercials and other material, eliminating any need for ad lib continuity.

Recorded comedians will get $1,000-$4,000 a week for their work, but the shows will be priced within the range of small stations, it has been announced by Merral A. Fox, president of the Baltimore firm. Mr. Fox is showing the comedy service this week at the NAB convention in Los Angeles.

Comedian and agent contact is being handled by Herbert Moss, president of Gotham Recording Co., and legal contracts by Theodore Kupferman. Negotiations are going forward, it is reported, with these and other comedians: Henny Youngman, Joey Bishop, Phil Foster, Sid Gould, Peter Donald, Jack E. Leonard, Gene Bayliss, Morey Amsterdam, Buddy Lester, Jerry Lester, Joey Adams and Jackie Miles.

The Fox comedy hour material is being offered at the outset on a daily basis, possibly to be increased later to two-a-day. Exclusive area franchises will be given.

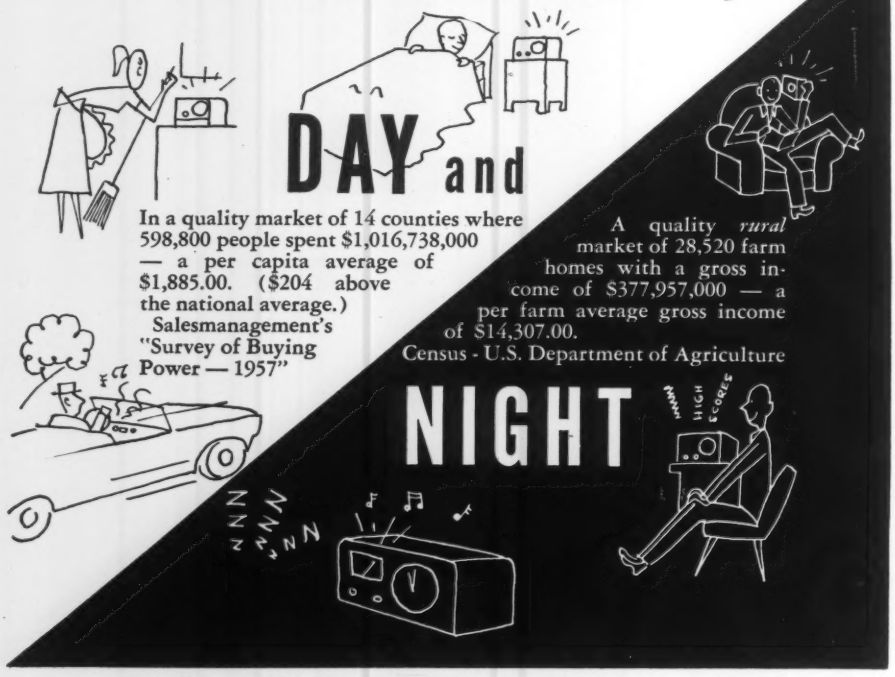
Fox Ideas Inc. for the past five years has furnished promotional ideas to U.S. stations. Mr. and Mrs. Fox have operated a Baltimore advertising agency for more than 25 years. Mr. Moss of Gotham Recording is producer and director of network shows, his latest being *Hansel & Gretel* yesterday (Sunday) on NBC-TV. Mr. Kupferman formerly served in NBC's legal department.

Boston Symphony Offers Series

The Boston Symphony Orchestra is offering stations a series of 27 tapes of concerts at Symphony Hall and Tanglewood. The announcement pointed out that the subscription fee has been set at 1½ times a station's maximum commercial rate, with proceeds going to the orchestra's pension fund, a plan approved by the American Federation of Musicians.

The series, which began April 20, is being offered with city exclusivity for either sustaining or sponsored broadcast. Concerts are to be recorded on Ampex 300 recorders, single track, 15 inches per second, from broadcasts on WGBH-FM Boston, educational station which regularly broadcasts Boston Symphony Orchestra concerts. Information is available from Thomas D. Perry Jr., Symphony Hall, Boston 15.

The Sound of Quality



In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

WRCA to Air 'Newsweek' Feature As Pre-Publication Exclusive

An unprecedented step towards marrying the print and broadcast media has been initiated by *Newsweek* magazine. It has made available to a local radio station its copyrighted "Periscope" news prophecy section a day before publication.

Effective tomorrow (Tuesday) at 10:30 p.m. *Newsweek* will air the most vital sections of "Periscope"—hailed as the most accurate of the "prediction sheets"—on WRCA New York's *Tex* and *Jinx Show*. The 15-20 minute segment will be conducted by *Newsweek* Associate Editor Freeman Fulbright, followed by a "hard news" roundup.

Newsweek officials pointed out that this step marked the first time a major news weekly had placed at broadcasting's disposal the copyrighted services of a world-wide network of confidential—but unidentified—sources. They emphasized that *Newsweek* will not be "sold" on the air—this is a public relations gesture to weld broadcasting and magazines closer together.

The publication indicated that should the *Tex and Jinx* experiment work out, *Newsweek* might consider extending this service to tv as well as other local radio stations in the country. *Newsweek* hits the stands first thing Wednesday morning but slugs a release date of 6:30 p.m. the previous evening. Thus stations would get equal footing with newspapers which usually pick up *Newsweek's* revelations Tuesday night.

Nelco Productions Formed

Formation of Nelco Productions, creator, producer and promoter of radio and tv programs, has been announced by Maggi Nelson, formerly with F. B. Stanley Co., New York, and Symon B. Cowles, formerly with the station services and promotion departments of ABC. Mr. Cowles will be creative director of the new firm; Miss Nelson, executive producer. Nelco address is 405 E. 63d St., New York; telephone: Templeton 8-9178.

PROGRAM SERVICES SHORTS

Kasander-Taines Productions, radio-tv program packager and syndicator, with offices in New York, Detroit and Los Angeles, has been formed by **Paul Kasander,** formerly with Walt Framer Productions, N. Y. New York office is at 510 Madison Ave. Telephone: Eldorado 5-5633.

Home Improvement Council has announced availability of promotional materials for radio stations, prepared to "help stations tie into national campaign and sell more time to local home improvement retailers." Included in kit are spots, suggested 15-minute interview, fact booklet to help increase time of current home improvement advertisers and supplementary material for use on home

M-J Productions, Columbus, Ohio, announces that it has moved into new and larger quarters at 2899 Templeton Road. Company reports that move gives added facilities for specialized client services.

WGR-TV now leads all other stations with the largest share of the viewing audience in Buffalo from sign-on to sign-off seven days a week!

Nine of the top fifteen shows in Buffalo are seen on WGR-TV. They include "Wyatt Earp" (highest rated of any show on any station —with 44.9% of the viewing audience), "Sugarfoot," "The Frank Sinatra Show," "The Pat Boone Show," "Maverick," "Broken Arrow," both "Lawrence Welk" shows and "Ozzie and Harriet."

Other network shows which won hands down on WGR-TV are "Mickey Mouse Club," "Disneyland," "Zorro," "Rin Tin Tin," and "Colt 45."

NOW TOP BANANA IN BUFFALO

14TH U. S. MARKET

WGR-TV led in 19 out of 20 quarter hours, 5:00-6:00 p.m., Monday to Friday.

Local shows took their share of rating honors, too—and WGR-TV averaged more viewers per set than any other station!
Source: October ARB

Hot network programming—outstanding local personalities—superb studio facilities—local acceptance—tremendous bonus of Canadian coverage—and the strongest merchandising in Buffalo. No wonder WGR-TV is the first choice of advertisers as well as viewers.

Contact Peters, Griffin, Woodward for availabilities.

WGR-TV

ABC CHANNEL 2

BUFFALO

SYMBOL OF SERVICE

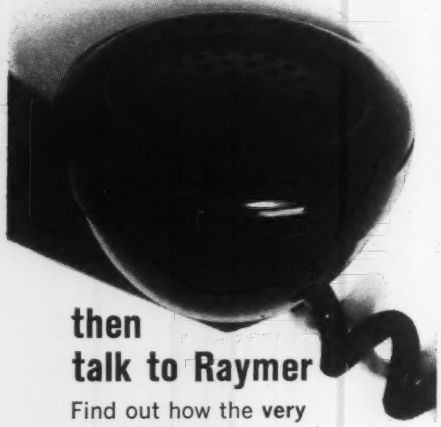
A TRANSCONTINENT STATION

WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

TA2

talk to Frank Jarman

Frank will tell you how Raymer Representation **continues to increase** national spot business on WDNC-CBS in Durham.



then talk to Raymer

Find out how the **very special** Raymer Way of selling can help your station and your national spot sales.

What's New At the Biltmore ?

BOOTH 5

TelePrompTer's LIVE SPOT Network

A unique grouping of 140 TV stations in 95 markets—covering 86% of all U. S. television homes. Merchandised to the hilt by TelePrompTer Corporation, it offers national spot advertisers and their agencies new dimensions for selling: it offers even bigger opportunities for TelePrompTer-equipped stations. For details, see us at the Biltmore.

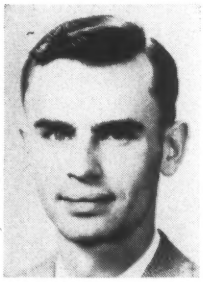
TELEPROMPTER CORPORATION

311 West 43rd St., New York 36, N. Y.

Where the art of Group Communications is a Science

VTR's Potential for Local Use Outlined by Ampex's Miner

"Videotape recording has already given local sponsors exclusive telecasts of events of a nationwide importance," Robert Miner, marketing manager of Ampex Corp., said Tuesday in a talk before the Advertising Club of Oakland, Calif.



MR. MINER

Citing the way in which WEAR-TV Pensacola, Fla., used its Ampex recorders to tape highlights of the $15,000 Pensacola Open golf tournament, Mr. Miner said: "Acting only days after they received their equipment, WEAR-TV recorded all the action on the 18th fairway and green. Three local advertisers sponsored 75 minutes of pro highlights each evening of the four-day tourney."

Although the first production model videotape recorders were not delivered until late last year, stations and advertisers have already developed commercial applications "we at Ampex never thought of," Mr. Miner said. "Car dealers, for instance, can now have live quality tv right from their showrooms. . . . The separate audio record and erase feature allows merchants with fast changing lines to stockpile live quality commercials and put the price in minutes before air time. Regional advertisers can save on production costs by cycling tapes from station to station."

Board Votes New Appointments For Top Three at Zenith Radio

Three executive promotions by the Zenith Radio Corp. board of directors were announced in Chicago last week by Comdr. E. F. McDonald Jr.

Comdr. McDonald was elected to the new post of chairman of the board and continues as chief executive officer for Zenith. Hugh Robertson, executive vice president, replaces him as president, and Joseph S. Wright, vice president and general counsel, is new executive vice president. The changes were made to handle enlarged company activities, Comdr. McDonald said.

The new board chairman had been president of Zenith since its incorporation in 1923. Mr. Robertson joined the firm in 1924 and Mr. Wright in 1952.

Ten RCA Employes Awarded 1958-59 Sarnoff Fellowships

Ten RCA employes have been awarded David Sarnoff fellowships for the 1958-59 academic year, it was announced last week by Dr. C. B. Jolliffe, RCA vice president and chairman of the RCA education committee. Grants include full tuition and fees, $2,100 for living expenses and an unrestricted gift of $750 to the university. Fellows are appointed for one academic year but each is eligible for reappointment, Dr. Jolliffe said.

Appointed were Raymond J. Campion, electron tube division, Harrison; Edward Kornstein, defense electronic products, Camden; Walter F. Kosonocky, technical staff, systems research laboratory, RCA Labs, Princeton; Jerome D. Sable, defense electronic products, Moorestown, N. J.; R. A. Schmeltzer, semiconductor and materials division, Somerville, N. J.; Hugh W. Stewart, defense electronics products, Camden; Edward L. Balinsky, NBC; Paul Potashner, RCA international sales, Clark, N. J.; Earl R. Sage, RCA Victor tv division, Findlay, Ohio; James L. Steffensen Jr., NBC, Burbank, Calif.

Admiral Radio Line Price Cut Pays Off; Move Extended to Tv

An experimental 20% price cut instituted by Admiral Corp. on a portable radio model six weeks ago has brought it an "unprecedented" avalanche of orders, the company reported a fortnight ago.

The anti-recession move was taken, Admiral said, at a time when the model was in short supply and led to increased production because of buyer demand. It cut radio prices from $15.95 to $12.95 and is now back-ordered nearly 60 days. Production of that model is running 30,000 sets per month.

Extending this theory to television, Admiral also has pared the price of its latest 17-inch model $40—from $169.95 (and up) to $129.95 (and up). Over 150,000 comparable sets (with slim line look and 110-degree deflection picture tube) were shipped to distributors during 1957.

Cohu Electronics Buys Massa As New Boston Divisional Arm

Cohu Electronics Inc. is buying Massa Laboratories Inc., Boston, it has been announced by La Motte T. Cohu, president-board chairman of the purchasing firm.

The Boston firm will be the Massa Div. of Cohu, producing underwater sound equipment, sonar devices and ultrasonic products for the Navy and private industry. Frank Massa remains as head of the division.

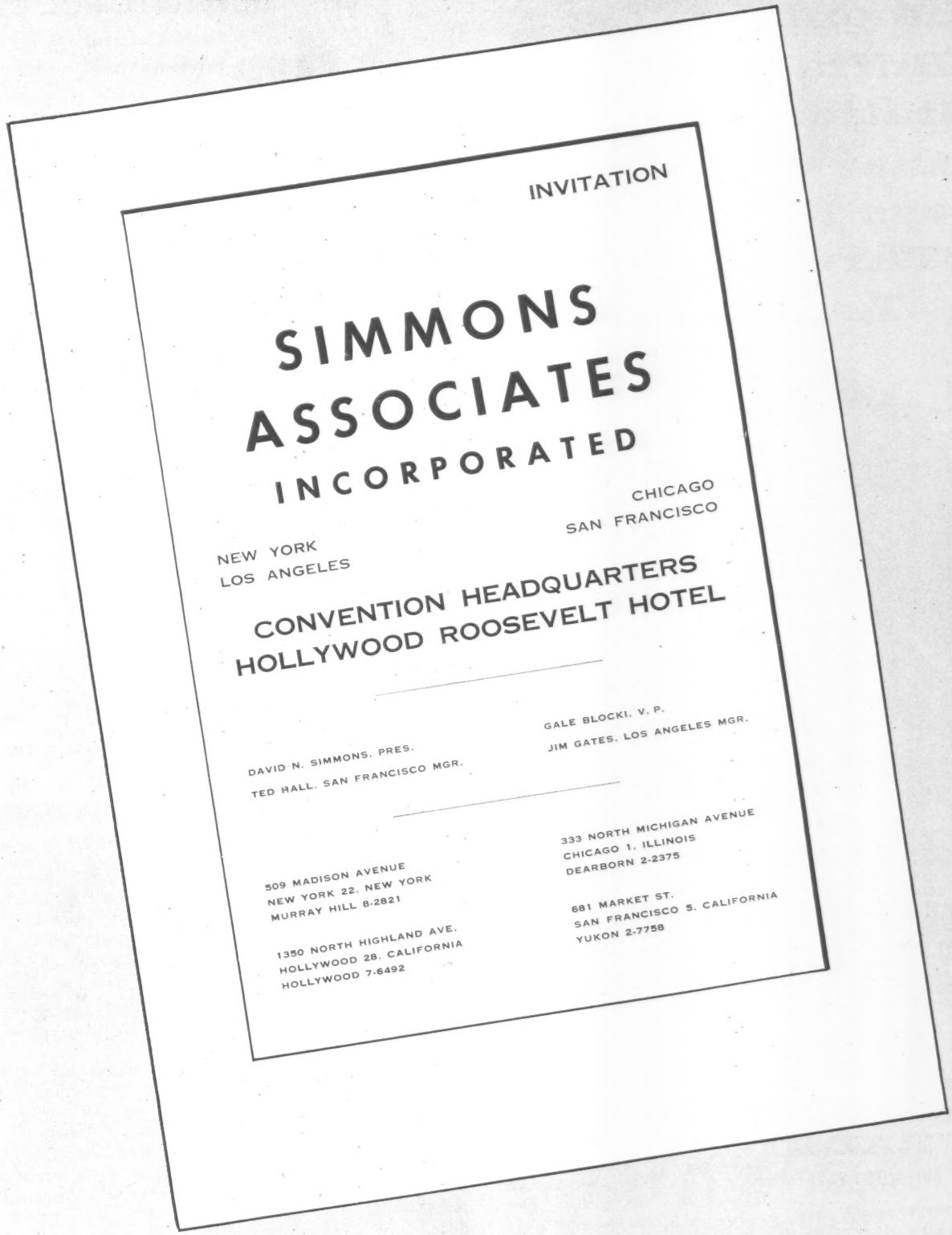
This is Cohu Electronics' third acquisition in recent months. The Millivac Div. was formed last December by merging Millivac Instrument Corp. and Volkers & Schaffers Inc., both Schenectady, N. Y. Other divisions are Kin Tel in San Diego and a research arm in Los Angeles.

Terms of the Massa sale were not specified. Another new division is expected to be announced shortly, the firm reports.

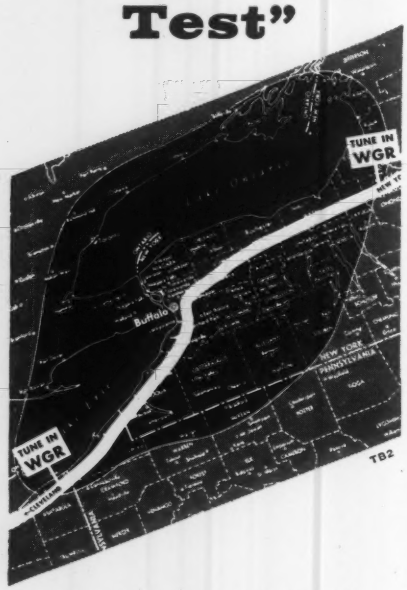
MANUFACTURING SHORTS

General Electric Co. has issued new 135-page manual, "Color Tv Principles and Practices," designed to provide up-to-date, practical information about subject to service dealers. Color manual is available through authorized GE tube distributors.

Broadcast Equipment Specialties Corp., Beacon, N.Y., is offering three new models


INVITATION
SIMMONS
ASSOCIATES
INCORPORATED
NEW YORK
LOS ANGELES
CHICAGO
SAN FRANCISCO
CONVENTION HEADQUARTERS
HOLLYWOOD ROOSEVELT HOTEL
DAVID N. SIMMONS, PRES.
TED HALL, SAN FRANCISCO MGR.
GALE BLOCKI, V. P.
JIM GATES, LOS ANGELES MGR.
509 MADISON AVENUE
NEW YORK 22, NEW YORK
MURRAY HILL 8-2821
1350 NORTH HIGHLAND AVE.
HOLLYWOOD 28, CALIFORNIA
HOLLYWOOD 7-6492
333 NORTH MICHIGAN AVENUE
CHICAGO 1, ILLINOIS
DEARBORN 2-2375
681 MARKET ST.
SAN FRANCISCO 5, CALIFORNIA
YUKON 2-7758

the only Buffalo Station that can pass the "Thruway Test"



COMING EAST to the New York State Thruway, you pick up WGR RADIO **loud and clear,** way out in Ohio.

GOING WEST on the Thruway, you pick up WGR RADIO **loud and clear,** just past Syracuse.

IF YOU WANT maximum coverage in the $4 billion Western New York market (plus big bonus audience in Canada and on the Thruway) buy WGR RADIO. 1,000,000 homes... 1,000,000 cars.

ABC Affiliate. Represented by Peters, Griffin, Woodward, Inc.

BUY WGR RADIO

BUFFALO'S FIRST STATION

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

THE SALE of 5 kw and 1 kw transmitters for KILT Houston, Tex., is completed as Gordon McLendon (r), president of McLendon Stations, signs the Collins Radio Co. contract. Collins Broadcast Manager John Haerle (l) and Tom Hewlett (c), Collins' Dallas representative, look on.

of its line of Tapak spring-driven, walkie-type tape recorders. Tapak Duplex Musicale and Triplex Musicale models are designed to record serious music outdoors and away from power lines; Tapak-Ranger Sync model records synchronous music, voice and sound effects for film production.

RCA has announced portable four-speed new orthophonic high fidelity Victrola phonograph (Model HF99), with frequency response from 80 to 20,000 cycles. Set is priced at $99.95.

Magnavox Co., Fort Wayne, Ind., has unveiled in N. Y. what it describes as first stereophonic phonograph equipment to be produced by major manufacturer for home, designed to meet need for playing of stereo discs now beginning to appear on record market. To cost about 50% more than regular monaural equipment, initial production will consist of conversion units to enable current and recent (approximately past three years) Magnavox phonographs to play stereo. Basic kit, to be installed by service men and dealers, consists of stereo pickup cartridge, turntable hardware, 10-watt second channel amplifier and speaker. It will cost about $100, not including installation charges. Magnavox in fall may add stereo to its factory production line as normal component in its phonograph, depending on market conditions.

IT&T Labs has been organized "to handle electronics and communications research assignments originating from IT&T's operating divisions, industry, military service and other government agencies. **Henri Busignies,** now president of Federal Telecommunications Labs, Nutley, N. J., will direct IT&T Labs. New division will include facilities at six major locations: Nutley & Belleville, N. J.; San Fernando and Palo Alto, Calif.; all units of Federal Telecommunications Labs; research and development facilities of Farnsworth Electronics Co., Fort Wayne, Ind., and research and development group in Kellogg Switchboard and Supply Co., Chicago. Flight test stations at Teterboro and Lincoln Park, N. J., airports and test installations at Telegraph Hill, Hazlet, N. J., Great River, N. Y., and Atlanta, also will be incorporated in division.

STORZ NOW USING NEW RATE POLICY

- **Local scale for retail**
- **Products rated national**

A new approach to the problem of national and local rates has been developed by Storz Stations.

In cooperation with the group's representatives—John Blair & Co. and Adam Young Inc.—product accounts are charged the national station rate and retail accounts are charged the local or retail rate. Provision is made for instances where an account doesn't conform to the basic definitions.

The new policy was adopted at an April 17-20 meeting of Storz executives, held in Chicago with President Todd Storz presiding. Mr. Storz said combined station billings were up 17.5% over the first quarter of 1957 despite the fact that the group now numbers four outlets compared to five a year ago. He announced the group is planning to acquire three more stations.

The group's popular music policy will be continued. Rock-and-roll tunes will be screened to remove objectionable material, with a blended mixture of current pops and all-time favorites featured, it was stated.

Cliff Barborka Jr., vice president of the Blair Chicago office, and Adam Young, head of the Young firm, described the new rate plan as "the greatest step forward in the rate field in the last decade."

Mr. Storz said that with spot radio "rapidly maturing into a major industry," the need of stabilized rates has increased. The new policy will be effective May 1, with outstanding contracts honored at the old rate but renewals coming under the new structure.

The official description of the policy follows:

"All product accounts shall be charged the prevailing national station rate as published in Standard Rate and Data Service.

"All retail accounts shall be charged the prevailing 'local' or 'retail' published rate. However, in certain instances there are products and/or services that do not easily conform to either of these two basic classifications.

"In no event will any account be allowed consideration at the local rate unless at least one of the following conditions prevail:

"1. Continuity, either live or electrical transcription, must be produced and written at the local level in each market. No electrical transcription produced for general national use, or parts thereof, may be used on schedules carried at the local rate, unless such transcription meets the continuity requirements set forth in Paragraph 2 below.

"2. Continuity for a 'local' or 'retail' account must consist of such information as retailer's local name, address telephone number, store hours, and other purely local information or sales points for at least 51% of the length of any given piece of continuity. Advertisers using the local rate, therefore, may not employ general institu-

YOU MIGHT HIT PAYDIRT IN THE YUKON—

BUT... You Need WKZO Radio To Strike It Rich In Kalamazoo-Battle Creek and Greater Western Michigan!

6-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1957
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	35	20	9
12 NOON - 6 P.M.	30	21	10
6 P.M. - 12 MIDNIGHT	29	21	10

Want more sales in Kalamazoo-Battle Creek and Greater Western Michigan? Then tell your sales story to the biggest share of the radio audience with WKZO! Pulse figures at the left prove that WKZO delivers the lion's share of the audience morning, afternoon and night!

And, look at this! Some of the most impressive ratings are for WKZO local shows with up to 41% Share of Audience — over twice the share of the nearest competition!

Get the facts. Ask your Avery-Knodel man.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

FACE OF CRIME–20TH CENTURY

MURROW INTERVIEWS TRUMAN

CHURCHILL, MAN OF THE CENTURY

MAN IN SPACE–CONQUEST

INTERVIEW WITH TITO

ALGERIA AFLAME

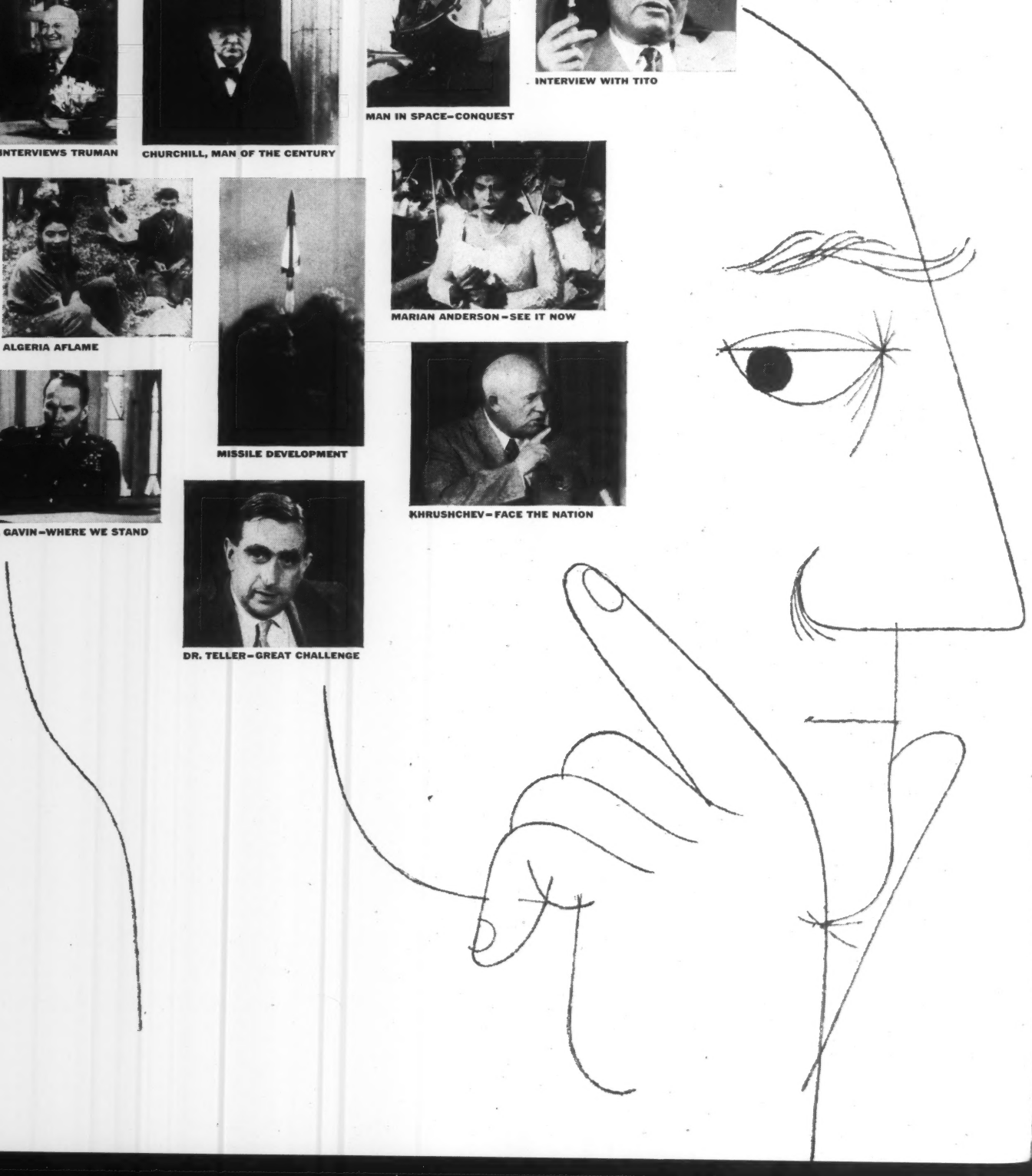
MISSILE DEVELOPMENT

MARIAN ANDERSON–SEE IT NOW

GENERAL GAVIN–WHERE WE STAND

KHRUSHCHEV–FACE THE NATION

DR. TELLER–GREAT CHALLENGE



remember?

If you don't remember these television events, the chances are you didn't see them—for the more a picture comes to life, the longer it is likely to be remembered.

If you were among the millions of Americans who tune to a CBS News program each week, you got a different *kind* of information than you could ever get from a report in cold print.

You gained a sense of reality and immediacy—the feeling of being present at the scene. The inflection of a voice, a facial expression, a gesture, often told you more than a speaker's words.

You gained an additional sense of depth from the wide-ranging explorations of the complex forces that are shaping the world today.

For "going behind current happenings to identify related problems, underlying causes and influential individuals" CBS News won a George Foster Peabody Award for radio and television news, the latest in a list of similar awards honoring the competence of this distinguished news-gathering organization over a period of more than two decades.

This competence has also made the day-to-day reporting of the news on television more meaningful to millions of viewers who have formed the habit of watching DOUGLAS EDWARDS WITH THE NEWS. Broadcast five nights a week, it alone now has a bigger weekly circulation than any newspaper . . . any magazine . . . any radio program . . . or any other news program in television. With more than 38 million viewers, it has become the world's largest single news medium. Like all other news programs on the CBS Television Network it relies for its content and direction on the world-wide resources of CBS News.

Today the number and complexity of events, the speed and frequency of their occurence, and their impact on the nation's welfare and security make the need for this information-in-depth especially acute. Because it serves this need so effectively, as well as the need to be entertained, television continues to command more attention than any other medium of mass communication in history. And within television the largest audiences—day and night—are available on . . .

THE CBS TELEVISION NETWORK

tional or product continuity of an established brand or service name for more than half of the duration of each commercial message.

"3. Certain local products will be allowed the local rate if the following conditions prevail: (a) Distribution of the product is limited to the immediate trade area of the city involved. (b) Products in this category are manufactured or processed from only one source within the scope of the trade area involved. (c) That in general, the local product account does not employ an advertising agency, or is represented by a local advertising agency or by a branch of a national agency operating in this instance only as a local agency. (d) That any contract with the station for advertising of products in this category is written and executed at the local level and that billing be rendered to a local address, which address is either that of a recognized local agency or a bona fide fully-operating office of the advertiser. (e) Payment for advertising rendered to accounts in this category shall be made by check drawn solely on banks located within the local market involved.

Attending the Storz meeting besides Messrs. Storz, Young and Barborka were Jack Thayer, general manager of WDGY Minneapolis; Fred Berthelson, vice president-general manager, WTIX New Orleans; G. W. Armstrong, vice president-general manager, WHB Kansas City; Bill Stewart, national program director; Bob Tilton, engineering director; Jack Sandler, general manager, WQAM Miami, and Herb Dolgoff, general counsel.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KOME Tulsa, Okla. • Sold by John W. Kluge and Mark Evans to Charles W. Holt and associates for more than $250,000. Mr. Holt owns WHSY Hattiesburg and WHNY McComb, both Miss.; WHXY Bogalusa, La., and WHHY Montgomery, Ala. Mr. Kluge continues his interests in WEEP Pittsburgh, WGAY Silver Spring (Md.), KNOK Fort Worth, WKDA Nashville, WINE Buffalo and WLOF-TV Orlando, Fla. KOME is 5 kw day, 1 kw night directional on 1300 kc. Broker: Blackburn & Co.

ON HAND *when the sale of KOME Tulsa was concluded last week. (l to r): Clifford B. Marshall, Blackburn & Co., brokers; John W. Kluge, a principal KOME owner; Paul Dobin, Cohn & Marks, Washington law firm, and Charles W. Holt, buyer.*

KTXN Austin, Tex. • Sold by Robert Pool and Robert Pinkerton to Jack Schatz and Giles Miller for $200,000. Mr. Schatz is a Chicago businessman and Mr. Miller is from Dallas. KTXN is 1 kw daytimer on 1370 kc. Broker: Hamilton, Stubblefield, Twining & Assoc.

WFOX Milwaukee, Wis. • Sold to Howard Miller, WBBM Chicago disc jockey, by Joseph A. Clark for $157,500. Transaction was handled by Allen Kander & Co. WFOX is on 860 kc with 250 w, day.

WMGE Madison, Ga. • Sold to Madison Broadcasting Co. by Howard Gilreath and F. K. Graham for $36,650. Madison Broadcasting is controlled by Henry A. Lanham, formerly part owner and manager of WYZE Atlanta and others. Transaction was handled by Chapman Co. WMGE is on 1250 kc with 1 kw, day.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 171.*

WDAF-AM-TV Kansas City, Mo. • Sold to National Missouri Tv Inc. by Kansas City Star Co. for $7.6 million. Sale of WDAF stations was required by 1957 consent judgment in civil antitrust suit. National Missouri is subsidiary of National Theatres Inc., successor to 20th Century-Fox's nationwide motion picture theatre chain. Charles L. Glett, former Don Lee and CBS executive, is head of National Television Investments Inc., another National Theatres subsidiary, and will direct the operation of the two stations. No changes in personnel are planned, it was announced. This marks National Theatres' first "major move in a program of diversification," Elmer C. Rhoden, National Theatre's president, announced. Pioneer WDAF, which began operating in 1922, is 5 kw on 610 kc. WDAF-TV, beginning in 1949, is ch. 4. Both stations are affiliated with NBC.

WLAP-AM-FM Lexington, Ky. • Sold to WLAP Radio Inc. by Frederick Gregg Jr., Charles H. Wright and Harry C. Feingold for $332,500. WLAP Radio is owned by John B. Poor, RKO Teleradio Pictures Inc. vice president and former MBS president. WLAP is 5 kw day, 1 kw night on 630 kc, and is affiliated with ABC. WLAP-FM is 3.5 kw on 94.5 mc.

"PAAR-TICIPATION is the keyword to get your share of the great multi-billion dollar North Florida-South Georgia market—your lowest cost per thousand buy to cover the growing Jacksonville area.

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

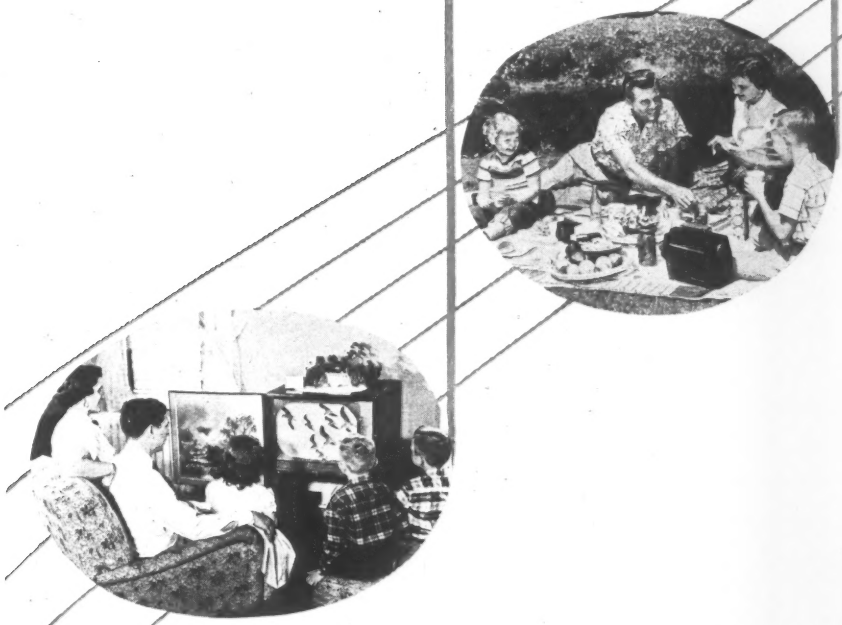
BASIC NBC AFFILIATION

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12 Jacksonville, Florida

FLORIDA'S COLORFUL STATION

WHEREVER THERE'S MUSIC



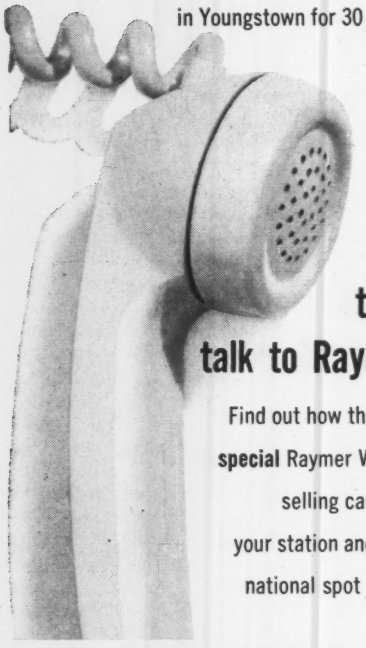
.....THERE'S BMI

● VISIT BMI HEADQUARTERS
Rooms 2107-2108
Biltmore Hotel
NAB CONVENTION

BROADCAST MUSIC INC. 589 FIFTH AVENUE, NEW YORK 17, N.Y.

talk to
Dutch Bowden

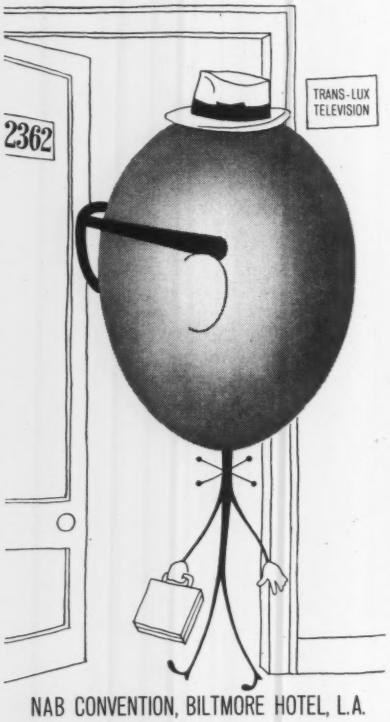
Dutch will tell you how Raymer Representation has helped make WKBN the broadcast buy-word in Youngstown for 30 years.



then
talk to Raymer

Find out how the very special Raymer Way of selling can help your station and your national spot sales.

EGGHEAD BOOSTERS!
Your language spoken here...
be our guest...enjoy plenty
of food for thought!



NAB CONVENTION, BILTMORE HOTEL, L.A.

VARIATION ON A (SALES) THEME

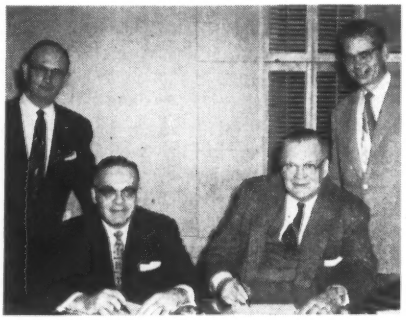
KMTV (TV) Omaha has developed a variation in television advertising with the start of a 52-week contract for 35 one-minute commercials weekly for J. L. Brandeis Co., Omaha department store. Brandeis is using the station as a direct sales medium as well as for advertising. The entire campaign is based on immediate telephone and mail order sales with two major points in mind: ease of ordering and viewer incentive. Bozell & Jacobs, Omaha, is the agency.

The station's merchandising department has designed for the store a self-mailing tv Mail Order Book, distributed to tv homes throughout the area. The book contains instructions for ordering items offered for sale in the live one-minute spots. As an incentive builder for watching commercials, each mail order book contains a home viewer award number; during each commercial a home viewer number is shown. The viewer holding the corresponding number is awarded as a gift whatever is being advertised at the time. The merchandising department pointed out that the home viewer promotion is expected to increase station viewing throughout the day.

Results of the campaign will be measured through the use of special charts in which the store will tabulate the exact dollar volume resulting from each commercial, according to the station.

The new schedule reportedly marks the first time the department store has used media other than newspapers for a major campaign.

After one week of operation, Brandeis management reported the following results: goods shown on tv were moving more rapidly than goods not shown; increase in store traffic; increase in customer inquiries as to operation of the tv plan and how they could take advantage of it.



VOTING *for KMTV's merchandising plan (l to r): Jim Ziegenbein, account executive, Bozell & Jacobs; Richard K. Einstein, Brandeis vice president in charge of advertising; Edward F. Pettis, Brandeis secretary-treasurer, and KMTV account executive Dick Charles.*

KETV First to Buy New Paramount Block

First station to buy the recent MCA-Paramount picture television deal is KETV (TV) Omaha, which signed up for the full 700 pictures including those made before and after 1948 for an undisclosed price and starting date. It was reported earlier that MCA paid approximately $50 million to Paramount for the picture package. Included in the list are more than 40 Bob Hope and Bing Crosby films.

KETV *Vice President-General Manager Eugene S. Thomas (r) concludes agreement with David V. Sutton, vice president in charge of MCA tv syndication in New York.*

Eugene S. Thomas, vice president and general manager of KETV and Lou Friedland, vice president in charge of station sales, arranged the deal. KETV now carries film tv packages from Warner Brothers, Twentieth Century, Selznick, RKO and Columbia.

Seven ABC Stations Renew Blair Contract

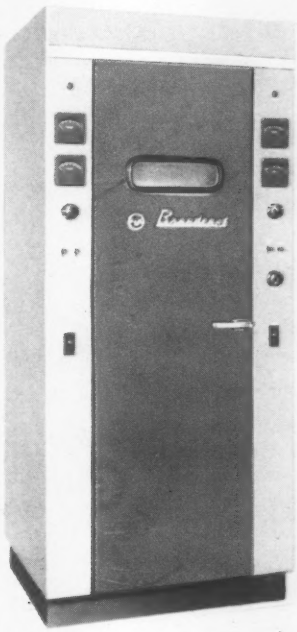
A long-term renewal for representation of seven ABC owned and operated stations was announced jointly last week by Simon B. Siegel, financial vice president of ABC, and John Blair, president of the Blair companies [CLOSED CIRCUIT, April 21]. The contract represents one of the major chunks of representation in the broadcast field.

The seven stations which come under the contract are WABC-AM-TV New York; WBKB (TV) Chicago; WXYZ-AM-TV Detroit, and KGO-AM-TV San Francisco. Blair began representing the ABC outlets in September 1952 when the network discontinued its own spot sales unit. John Blair & Co. then was named to represent WXYZ and Blair-Tv appointed for WXYZ-TV and WBKB. Four stations, WABC-AM-TV and KGO-AM-TV, were added in early 1956.

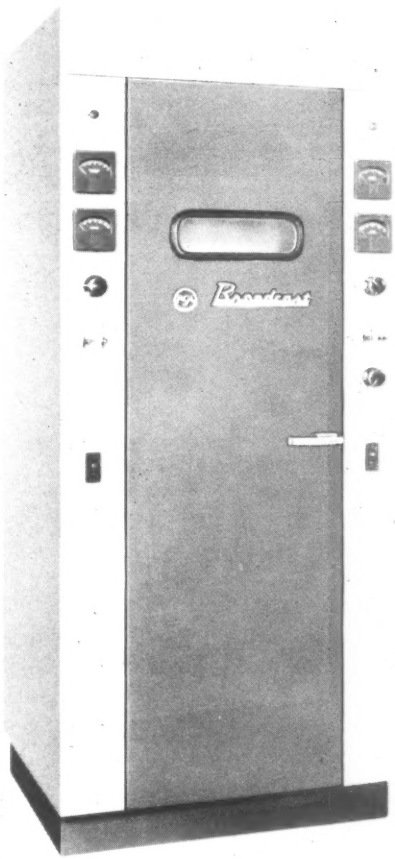
"COLORFUL"

is the word for these completely

New AM Transmitters by RCA!



"COLORFUL"
in Appearance
and Features



Completely new design of 500 and 1000 watt AM Transmitters, Types BTA-500R and BTA-1R provide outstanding performance, built-in provision for remote control, ease and economy of operation, and newest color styling.

RCA

RADIO CORPORATION of AMERICA

CAMDEN, N.J.

New AM Transmitters by RCA combine appearance and

UTILITY

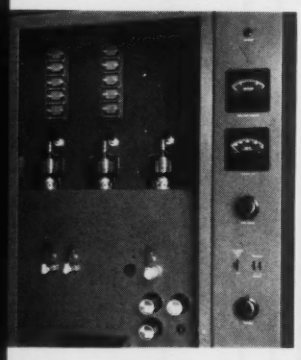
—to pace the latest broadcast trends!

RCA has broken away from tradition in more than color styling in these completely new transmitters! Thus, although the design philosophy behind them is based on years of experience in developing the most reliable of broadcast transmitters, the features are radically new. Simplified tuning, reduced installation time, and provision for remote control are a few of the improvements. Tetrodes are used throughout to eliminate the need for neutralization, and improved soundability results from using Bi-Level Modulation. Also included in the design, with the addition of a few accessories, is remote Conelrad switching.

New BTA-500R/1R 500 and 1000 watt transmitters in a choice of colors: red, blue, green and dark umber gray.

CHOICE OF COLORS . . . FUNCTIONAL STYLING

As an altogether new feature the doors of these transmitters are available in several colors: red, blue, green, and dark umber gray—to harmonize with the colors of the surroundings. With many of today's transmitters located directly in the studio building, this emphasis upon color styling lends luster to the station's appearance. Functional construction permits installation of the transmitter against a wall, or allows other equipment to be placed on either side of the cabinet.



EASE OF ACCESS—All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes it easy to move the transmitter through doorways, and to fit it into existing transmitter buildings.

ELECTRICAL ADVANTAGES—Both transmitters have been designed around standardized circuits. Either transmitter has the facility of simplified power change.

POWER SUPPLY—The larger power components are mounted at the base of the cabinet. Selenium dry-disc rectifiers are used for the low voltage supply. The high-voltage supply for the power amplifier and modulator plate circuit is built around a pair of 8008 tubes, well-known for their long record of reliability and performance.

These "Colorful" Advantages:

NO NEUTRALIZATION REQUIRED
Tetrodes throughout simplify the tuning.

BUILT-IN PROVISION FOR REMOTE CONTROL
Terminal strips are provided in the transmitter for connection of a remote-control unit.

BI-LEVEL MODULATION
The very low order of distortion results in improved soundability.

FEWER TUBES
Smaller tube inventory means reduced cost of operation.

ACCESSIBILITY
Vertical construction permits easy access for maintenance.

SIMPLIFIED TUNING
Only one tuning control—on the front panel.

MODERN STYLING
Fits into any surroundings through choice of color and functional design.

For Further Information about these Transmitters, Call the Nearest RCA Broadcast Representative. In Canada: RCA VICTOR Company Limited, Montreal

RCA

Tmk(s)®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

John Blair's quarter century as a rep: From one-a-week to saturation spot

As one of the pioneers in broadcasting selling and buying, John Blair's opinions are held in high esteem. In a special exclusive interview with BROADCASTING's editors, the head of John Blair & Co. and Blair-Tv offers these observations on the growth and current status of radio-tv:

Q *Mr. Blair, your firm is celebrating its 25th anniversary this year?*

A Yes, this month, in fact. We opened our doors in April 1933.

Q *In the early years, how did the functions and operations of a station representative differ from those today?*

A A world of difference. In 1933 representation, of course, was very new. Also business conditions were at the lowest ebb.

We were deep in a depression and the volume of spot radio was extremely small. Representative firms could hardly afford high-priced salesmen. In those days many advertisers considered three announcements a week as a large schedule. I remember one account that used one announcement every other week.

Q *Those once-every-other-week accounts couldn't justify much creative selling?*

A Hardly. With most accounts, the representative's activity was pretty much limited to showing the agency a coverage map and a list of availabilities. Even in '33, of course, radio did produce fabulous mail returns—and we used them to good advantage in spreading the gospel of radio's sales effectiveness.

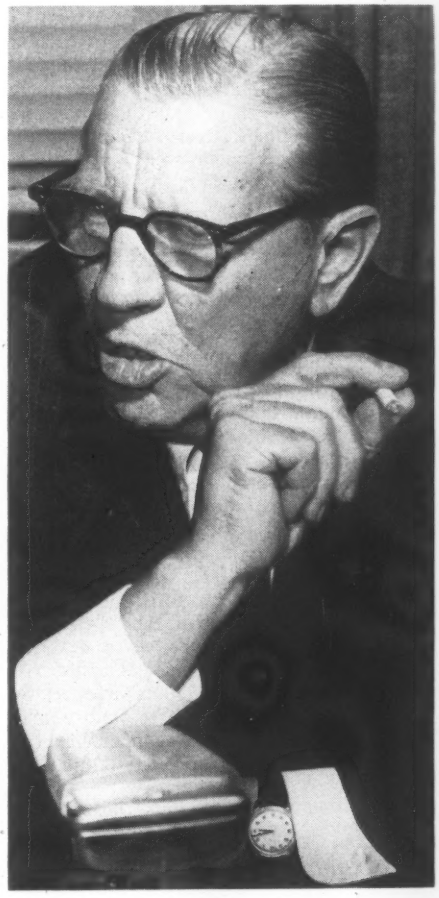
Q *As you look around your offices now, do those days seem like a distant dream?*

A Yes, with some nightmare characteristics. Fortunately, today the picture has changed very, very drastically. Many factors have combined to make the station representative a very vital cog in the machinery of advertising. For one thing, national spot has become the No. 1 source of income for most large stations. Where the main source of dollars once used to be either network or local accounts, the big share of income for most major-market radio stations today, is coming from national spot. This development has progressed hand-in-hand with realization on the part of companies like ours, that an important phase of our responsibility lies in showing advertisers and their agencies how to use radio most effectively.

For a long time it has been my opinion that a representative organization has to be large, well-staffed and well-equipped to do the job demanded of it under today's conditions. It takes substantial income to accomplish what we and our stations feel we should accomplish. We're not content today just to go around and call on agencies, and maybe get our share of a budget already earmarked for radio. By contrast, we are doing our very best, and with quite a bit of success, in actually creating additional business—by influencing advertisers and agencies to put a larger share of their appropriation into spot radio, to improve sales-results per dollar.

Q *In other words, your aim is not just to get a share in the radio dollars available, but also to create new radio dollars.*

A That is our objective. And if we can create ten or fifteen percent more radio dollars, we think we've accomplished a good deal. Such extra business makes the difference between a station's doing moderately well or doing extremely well. Along with the growth in dollar-volume, our operations have expanded into several fields of collateral service. To spearhead our work in creative selling, we have a highly organized sales development division. Within the past year, we have made over 500 special presentations on spot radio to advertisers and agencies.



Or take research, for example. The various rating services provide data on station-audiences that are constantly shifting, and often contradictory. In consequence, nearly ten years ago we established our own research department, directly by Ward Dorrell, a recognized leader in audience-measurement. This department enables our stations and our salesmen to furnish agencies and advertisers with the best data available.

Or consider programming and audience-building. For some time we have had a station operations manager who is continually working with our stations to insure their maintaining a strong competitive position in their market.

Q *How long has this stations-operation division been active?*

A Actually we have been doing it informally for several years. We formalized it about a year ago when Wells Barnett was assigned exclusively to head up that work. It seems to be right down his alley, and he's doing a fine job.

Q *Did a specific need among stations lead you to develop this service?*

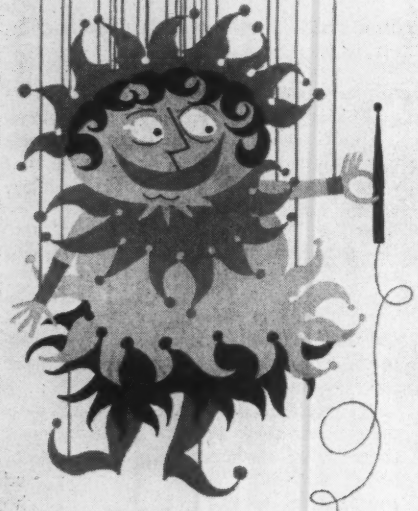
A Well, I think it grew out of the fact that our stations were asking us for suggestions. Representing as we do a number of very successful stations, we're in a very excellent position to observe their operations, their type of programming, their news services, their special features; and for years we have passed those along to our other stations who might need a little extra help in music or musical format. Others maybe are a little weak in news and would like to find out how some of our stronger news stations are operating. And this whole operation now is being channeled through Barnett, and it is working out very effectively. After all, our income and the income of our stations depend upon the job that they do in their respective markets. And if we can help stations build greater audience and sales-influence, we have a product that in turn is easier to sell, and we can sell more of it.

Q *What criteria do you employ in deciding when to have your station-operations division work with a station to improve its programming?*

A Fortunately, only a few stations ever

WHEN AN
EXPERT PULLS
THE STRINGS . . .

Brochures
Singing station breaks & intros
Posters Letterheads
Rate card design
Merchandising
Advertising specialties
Imprinted matchbooks
Bumper stickers
Transit ads
Consultant engineering
Trade paper advertisements
Point of purchase cards
Billboards
Calendars



. . . AUDIENCE AND
SALES ACTION ARE
MOTION-CONTROLLED

From trade paper ads to jingles, a complete broadcasters service from one source—one company—with facilities to put your station on the dial in more homes . . . and on the time orders of more clients.

PROMOTION
ASSOCIATES

734 Fifteenth Street, N.W.
Washington 5, D. C.
DIstrict 7-1534

seem to need immediate attention at any particular period of time. Even our best stations, that really don't require any help at all, query us from time to time to find out what other stations are doing. Such queries can be handled easily by correspondence or on the telephone. But when we take on a new station, it is quite important that we devote quite a bit of time to that station—get to understand its operation, make suggestions, and help to shape its programming into what is now known as color radio.

Q *What factors do you consider of greatest importance in the current growth of broadcasting?*

A There are a lot of new techniques in creating commercials, but probably the most important factor is actually an old one, a scheduling technique that had been used years ago. Once again its value is fully recognized, the value of saturation in radio. The economy of radio fortunately is such that an advertiser can use a great deal of it since, for most products, saturation is necessary to accomplish big and successful results.

People are bombarded today with a tremendous amount of advertising and impressions of all types. So constant repetition is necessary to drive home an idea and make it stick. We hear a lot about other techniques, but saturation in the use of radio, in my opinion, has been the big, important factor in radio's resurgence. It works for the advertiser, and most of them are smart enough to recognize it. Incidentally, in television daytime saturation is beginning to take hold in very good shape. Stations have been realistic in pricing their daytime rates, so that an advertiser can buy 20 announcements in a week, and those who are doing it find it's working out most effectively.

Q *With your broad background in selling radio time, have you ever thought of going into the business yourself, in the operational end of buying a station, perhaps?*

A I did that once—about 15 or 16 years ago. I had a small interest in a station in Iowa. But it didn't take long to find out that the idea wasn't too good. Our station people weren't actively opposed to it, but they certainly didn't like it too well. In effect, when we have financial interest in a station, we could be accused of giving it an extra share of attention. Suppose business on some of our stations were just a bit off. There could be the feeling that maybe we're devoting too much time and emphasis to the station where we have dollars invested. So we established a policy that no one in our company can have a financial interest in a radio or television station.

Q *Then you sold the station that you did have?*

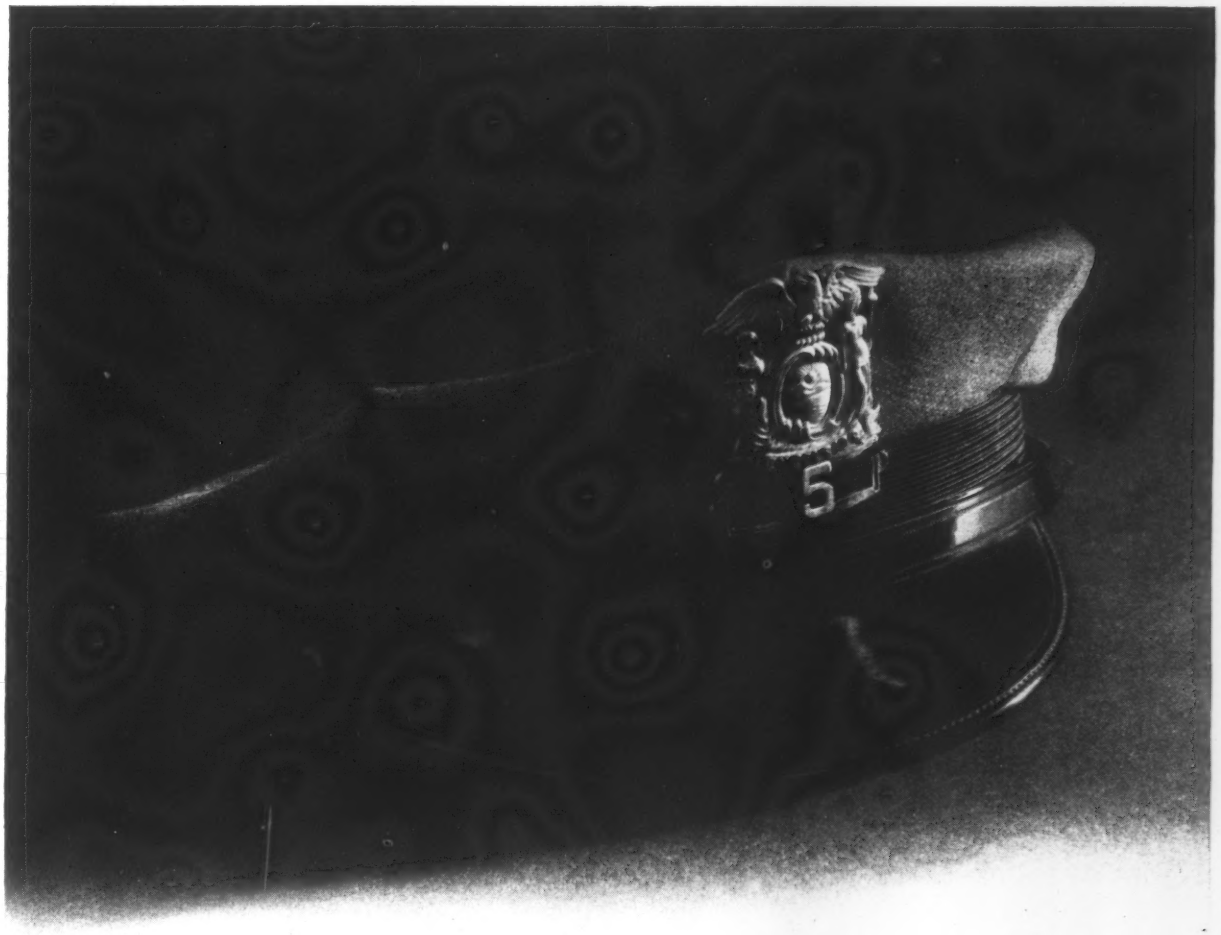
A I had only a 20% interest, and I sold the stock. It came out very well. In fact, I think putting money into a good radio or television property is an excellent investment.

. . . repetition is necessary to make an idea stick.

Q *You've been quoted as saying that, in the field of broadcast media, the function of the representative has become more important than in other media fields. Could you amplify that?*

A Yes, I have made that statement frequently. I consider the broadcast representative a more important factor because I believe he contributes more to the medium he represents, from two standpoints. One is from the standpoint of total station income. The other is the contribution the representative makes as a consultant to the properties he represents. In connection with the station income, we find a high percentage of our stations receive 50% of their total dollar volume through our organization. With newspapers the percentage of income from their national representative is very much smaller, at least percentagewise. Secondly, the broadcast representative works very closely with station management.

As I have pointed out, we help them with programming problems. We plan certain promotions. Obviously, stations set their own rates, but they consult with us very definitely in connection with rate matters, as well as on all problems that have a bearing on sales or sales promotion. We even handle and develop some of their advertising. In sales work, broadcast availabilities are a perishable item. So we have to work against time. Newspaper representatives, on the other hand, deal with a fairly staple product. Most advertisers take run-of-paper. But in broadcasting, they want to know what



Symbol of service

Looking for protection of your advertising dollars? WROC-TV, Channel 5, Rochester, N. Y., serving 307,750 TV homes in 13 Western New York counties, reaches 27.4% more homes daily than the other Rochester channel (NCS #2). Thus every rating point on WROC-TV, Channel 5 is worth 27.4% more than a rating point on the other channel.

In an area like Rochester with over a million population, 1½ billion dollar buying income and one of the highest per capita incomes, such superiority has great significance.

For unusual results in an unusual market that is famous as a test market, viewers and advertisers turn to Channel 5, WROC-TV, Rochester's *most powerful* station.

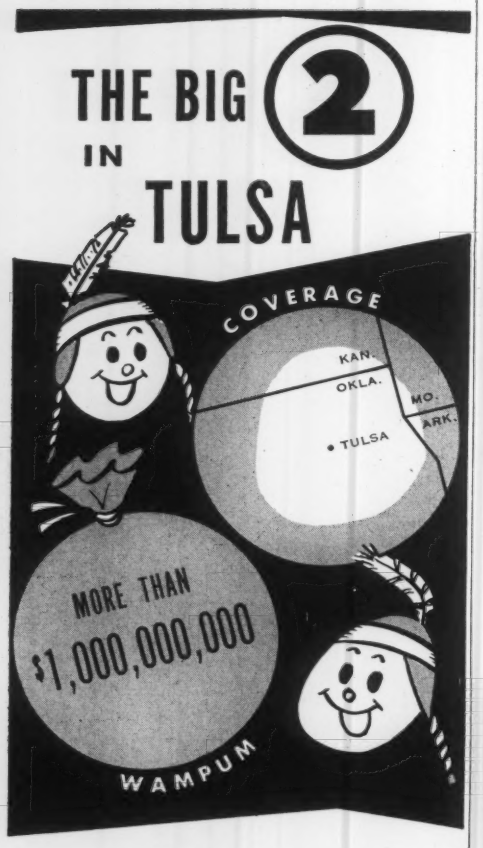
A symbol of service, like the devoted policeman, WROC-TV guards the interests of audiences and advertisers. Represented by Peters, Griffin, Woodward.

Symbol of Service

TRANSCONTINENT TELEVISION CORPORATION

WROC-TV, Rochester • WGR-Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg
Offices: 70 Niagara St., Buffalo, MOhawk 2300 • 15 E. 47th St., New York, PLaza 1-3030

TC2



Tulsa's industrial expansion tops every key industrial market in the nation. Tulsa ranks 2nd in the nation in per capita ownership of personal automobiles.

NEW MARKET DATA

Tulsa's population is increasing at the rate of 3,000 families per year — 8th fastest growing city in America.

The "Eyes of Oklahoma"—KVOO-TV —are focused on a billion dollar market. When you buy KVOO-TV you *see* results. Buy now . . . see better profits.

NBC

FOR CURRENT AVAILABILITIES CONTACT ANY OFFICE OF BLAIR TELEVISION ASSOCIATES

type of program they're going to be in, or adjacent to. Illustrating the importance of speed in our business, let me give you just one figure: our annual communications expense is way over $200,000.

Q *For wire communications?*

A Yes, for telephone, teletype and telegram expense.

Q *That was for one year?*

A For 1957. And I can tell you it won't be any less for 1958.

Q *Do you think stations should pay a higher percentage to their reps than they do now?*

A That really gives me a chance to sound off, doesn't it? A very interesting question, indeed. Of course, I couldn't give a broad answer applicable to all stations. To answer such a question demands careful analysis of any specific station and market under consideration. But I will say this: in certain cases, by increasing the percentage paid their representatives for specific sales accomplishment, stations would be dollars ahead in the long run.

. . . spot radio permits control: fast starts, quick stops.

Q *How does that figure?*

A In this way: smaller stations that are aggressive and could expect a better selling job to produce considerably more national business, could afford to pay as much as 20%, perhaps more. For example, take a smaller station that may receive about $80,000 a year in national spot. Suppose that station said to its representative, "We'll pay you 15% on the first $75,000, and then 18% on the next $25,000, and 20% on the next $25,000. Such an offer would be a real stimulant. The representative could see an opportunity for enough income so that in turn he could afford to do a more intensive job on that station and market.

Q *Under such plans, isn't the station more or less trading dollars?*

A Not at all. The increase from $75,000 to $125,000 has cost the station a $750 bonus on the first $25,000 and a $1,250 bonus on the second $25,000. For that bonus, the station gets an extra $42,500 in income—$50,000 less 15%. Deducting the bonus, the station is still over $40,000 ahead.

Q *Do you have that sort of arrangement with any of your stations?*

A Yes, we welcome escalator-percentage arrangements. But in most markets with which we are dealing, 20% might be a bit high. We do go up to 17½% on some stations. We have to deliver quite a volume of business to reach that figure, but we've been able to do it.

Q *Will there evolve additional charges for the extra services which you, or other station representatives, are beginning to provide?*

A I don't think so—not in our case, anyway. With the major market stations we represent, the dollar volume is sufficient to provide the necessary and complete type of service that these markets have every right to insist upon.

Q *Some people are saying that radio, particularly spot radio, benefits from the present recession. Do you think this is so?*

A Yes, it's very true. It has happened before, when conditions tightened up, and I'm sure it will happen this year. For one thing, radio costs are still relatively low, in proportion to sales effect. And with radio, the effect is very immediate. Also, spot radio permits very close control. You can start fast—and stop just as quick. It's highly flexible. You don't have to commit yourself for any great amount of money over any great length of time. Furthermore, with appropriations that may be more limited, you can confine your activities to those particular markets where sales potentials are good—markets where if you invest a few thousand dollars, you can get it back.

Q *Would you say at the same time perhaps television would suffer?*

A No, I think spot television is in the same advantageous situation as spot radio from that standpoint. You can get into it very rapidly and get out just as rapidly when the situation calls for fast action. When we had our television managers meet in New York recently, I made a little study on sources of our business. Eighty-two percent of our television volume comes from industries that are most nearly recession-proof. These include foods and other grocery products, drugs and related items, some cosmetics.

Congratulations and Best Wishes to the

NATIONAL ASSOCIATION OF BROADCASTERS

Now Holding Their 36th Convention in Los Angeles

It has been five years since members of the NAB gathered in Los Angeles. And, five years ago, TV GUIDE appeared on the publishing scene as a national magazine.

In 1953, TV GUIDE had 10 editions listing 73 TV stations. Our first issue circulation was 1,562,560.

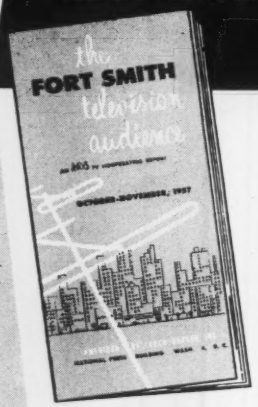
Today, 50 editions of TV GUIDE log over 350 stations. Our March 8 issue sold 6,715,820 copies.

Like the NAB—TV GUIDE shares the responsibility of working with the TV industry in serving the TV public.

We salute the NAB on a job well done.

TV GUIDE *5th ANNIVERSARY 1953-1958*

KFSA-TV
DOMINANT
LEADER
IN
FORT SMITH
ARKANSAS



ARB
October-
November,
1957

Sign-On to Sign-Off—
Sunday thru Saturday

KFSA-TV 53.9
Station B 37.1
All others 14.4

KFSA-TV leads in 9 of the TOP 10 shows

KFSA-TV leads in 17 of the TOP 20 shows

For Choice Availabilities, Contact—
NBC-ABC

KFSA-TV
Fort Smith
Arkansas

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

Regional Representative:
Clyde Melville Company, Dallas

. . . Fundamentally, networks have a very definite place.

beer and tobaccos. Such business will continue to do well. Tobacco stocks are selling at a higher price than ever before, a good indication. Food-store stock-issues have all been doing very well, some selling at all-time highs. Even though the market as a whole is down, these industries are doing all right. Both in spot radio and spot television, we're fortunate that so much of our volume comes from industries that keep on doing pretty well, regardless of general conditions.

Q *As a station representative, part of your selling is in competition with networks, isn't it?*

A Yes, very definitely.

Q *Do you have any comment to make about that competition?*

A Obviously, when an advertiser is planning to use radio, our salesmen want to get the money in the spot field. The networks want the advertiser to go network, of course. There's nothing wrong with good, healthy competition. Basically, the network salesman should not run down the use of spot and we in turn, should not disparage the value of the network. Both sides should speak positively for radio as a medium. On our side, there is good factual support for our contention that an advertiser who uses spot with adequate frequency and with good commercials, handled by accepted local personalities will find that his spot dollars are more effective. The marked increases that spot volume has been showing prove that this advertising strategy is accepted in most quarters. But one element of network competition poses a real danger to radio.

Q *What is that?*

A In rates, for one thing. Now that some networks are offering the advertiser any time-unit he wants, from 10 seconds up, they have made some of these time-units available at rates which tend to undermine the entire rate structure of radio, especially of their affiliated stations.

Q *Isn't rate determined by value?*

A It should be—and actually some of these network rates do reflect the fact that the audiences to network programs are now considerably lower than the audiences generally available to the spot user. Time and again, advertisers find there is no comparison to the effectiveness of an announcement given by a strong local personality with a large established audience, as opposed to an announcement being released over the air by a single, distant network announcer.

Q *What's the problem?*

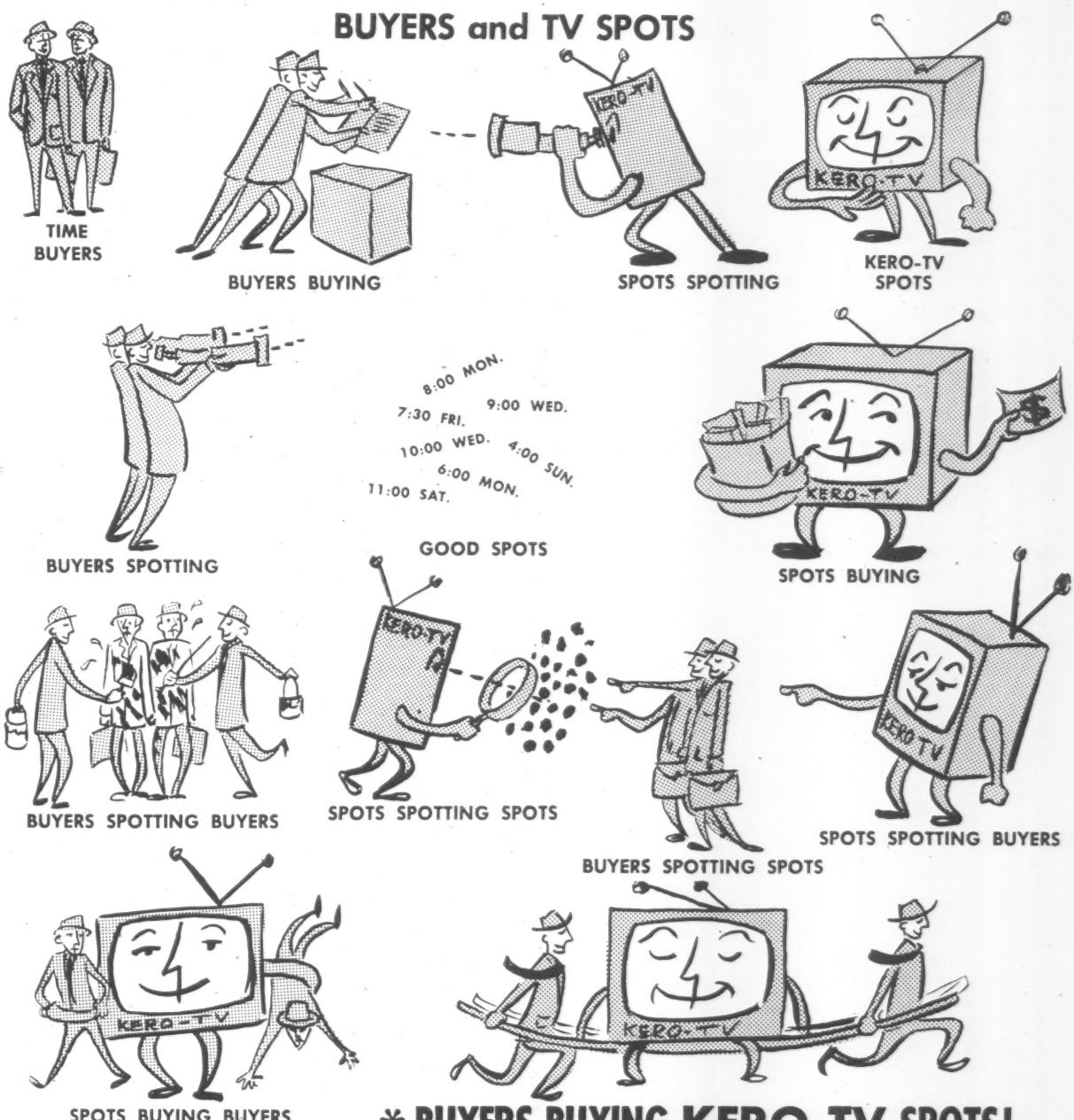
A Simply that too few advertisers fully understand the variations in sales effectiveness. The current interest in radio leads them to an easy purchased network-buy, which they *expect* to have the same sales impact as a local announcement on the same stations. When the expected impact doesn't develop, they are too likely to turn from radio to some other medium. Besides, there's another phase to the problem. The networks are now reaching outside their option time, hungry for the greener pastures of time into which local programming has built superior value. Take early morning, for example. Once we could hardly give it away. Now thoughtful alert local-service programming has made early-morning time very desirable, and a substantial source of station-income. So the networks, realizing that advertisers are interested in such desirable time, reach "through the fence" trying to get it—and ask stations to give up two-thirds of their income from these valuable time franchises which the stations, themselves, have built.

Q *And that affects the income of station representatives, too, doesn't it?*

A True, but we have other reasons for concern. Of even greater importance is the encroachment on station income.

Q *Aside from competitive angles, how do you view the outlook for networks?*

A Fundamentally, networks have a very definite place, especially when they devote their efforts to providing their stations with types of programming that stations cannot do as well for themselves. Networks are having their problems, of course, but I think they will gradually adjust to developing more programs their stations will want to carry. News broadcasts direct from every part of the world—and eye-witness broadcasts of major news events make



* BUYERS BUYING KERO-TV SPOTS!

KERO-TV CHANNEL 10 BAKERSFIELD CALIFORNIA

BUYERS BUY KERO-TV SPOTS BECAUSE . . .

- KERO-TV COVERS THE FIVE LARGEST COUNTIES IN SAN JOAQUIN VALLEY — "CALIFORNIA'S SUPER-MARKET"
- KERO-TV PROVES OVERWHELMING LEADERSHIP WITH 73.4% GREATER AUDIENCE "SIGN-ON TO SIGN-OFF" TOTAL WEEK THAN ITS NEAREST COMPETITOR. (ARB March '58)

Wrather-Alvarez Broadcasting Inc. Represented by the Petry Co.

up a very important element along those lines.

Q *What trends do you see today which are favorable to radio's continuing development?*

A The most favorable development, I don't know whether you would call it a trend or not, is the fact that spot radio advertising has been growing by leaps and bounds. In 1956 our increase was 39% over 1955, and in 1957 our percent of increase was 44% over 1956. So with a trend of that nature, particularly with television being considerably more mature now, I'm convinced that radio has gone through the acid tests, and is going to be here for a long time. Season after season, new advertisers are coming into spot radio, important advertisers who are getting results through interesting, even enjoyable commercials, scheduled in saturation volume. In short, advertisers are renewing on the strength of results. Radio station operators have become inspired. They've worked hard to modernize their programming. They've developed new techniques, and are making them pay.

Another factor which virtually constitutes a trend is this: Today's modern station operators have learned how to gather and hold a mass audience. In the

. . . there are a few minor flaws in the compensation plan.

30's and 40's, much of radio's mass audience was drawn by big-name entertainment. Then television pre-empted most of the big names—especially those with any visual appeal. Networks didn't quite know what to do. Some local stations were equally bewildered. The really alert stations discovered that, by centering their attention on local interests, local problems and local tastes—and by featuring local personalities with voice appeal and believability—they could build tremendous local influence. In a word, today's top stations come pretty close to delivering an entire market, and they do it with a type of local-interest programming which hits listeners "where they live," so to speak.

Q *Would you say that the local radio station is more and more taking over the place of the newspaper in a community?*

A In some ways, yes. Radio stations are approximating that service more than ever before. They're identifying themselves with the community very much more closely than in the past, which is all to the good.

Q *We always hear about the timebuyer wanting more service from the rep. Turning the question around, as a station rep, what would you like from the timebuyer?*

A Other than orders?

Q *Yes, other than orders. What would be helpful?*

A My answer to that could get into quite a speech. I'll resist the temptation. The main point I'd mention is attitude. Some folks still seem to think that timebuying is a guessing contest, with us on one side, and them on the other. Such an attitude wastes our time and theirs. The wise timebuyers realize that fundamentally both we and they are working for the same boss, the advertiser. When timebuyers help us by providing as much information as possible concerning the product, the sales problem, the type of availabilities needed, then we in turn can do a better job of providing availabilities that will deliver what the advertiser and agency want in the way of results. An intelligent salesman can supply a better and more effective service when he knows the customer's problem, obviously.

Q *Recent years have seen considerable discussion on the agency commission system. Have you an opinion about it, based on your contact with agencies?*

A I think the agency commission plan is about as satisfactory a method as will ever be developed. I attended the Association of National Advertisers convention last October in Atlantic City. There, agency commission was discussed in great detail. Practically everybody admits that there are a few minor flaws in the compensation method between agency and advertiser. But on the whole, the commission plan has proved very

URGENT
ATTENTION
RADIO
STATIONS

If you came to the Convention in hopes of discovering the

NEWEST
GREATEST
PROGRAM
IDEA

since the top forty . . . then come to Merral Fox's suite at the Hotel Biltmore. Merral Fox, president of Fox Ideas, Incorporated has the most terrific radio program idea in recent years.

If you are looking for the greatest sales idea to take back to your Sales Department, then by all means, if you are a top executive, come to Merral Fox's suite at the Biltmore, between 7:30 A.M. and midnight.

Merral Fox, one of America's great idea men (four national awards in five years) is ready to present a spectacular radio program idea, which will not interfere with your present method of programming.

If you are looking for something to give you a sales and program advantage over competition . . . come to the Hotel Biltmore.

If you want something to strengthen your weak time . . . or an idea to hold on to your present strong time . . . this is it!

Every station head who has heard it . . . bought it!!!

Call Merral Fox at the Biltmore Hotel for an appointment . . . and to find out if your territory is still available.

Don't miss the Convention's greatest program idea in the history of radio.

P. S. Ask anybody who knows Merral Fox . . . and they will assure you his ideas are new, different, practical and more often spectacularly successful. Over 100 leading stations are now using Merral Fox's ideas.

This terrific radio program idea is only one week old!!!

Fox Ideas, Incorporated

satisfactory and no one has come up with anything better—or any other plan with even a degree of general acceptance.

Q *Now that you have the first 25 years under your belt and you're on the second 25, do any particular incidents stand out in your mind as most interesting or most significant? How about a reminiscence or two?*

A Don't get me started. At times I have the feeling that every successful business is just a series of minor calamities, all the way along. You lose patience. Occasionally, you think the world is falling apart. With a substantial list of stations, it's almost impossible to have everything on every station in every market keep constantly moving upward and forward. I used to worry a lot about situations where the sales picture got tough. And don't let me kid you—I still do. In this business, there's plenty of sweat, tears, and some bruises. But I've learned that when you're really delivering on the job, any station you might lose will probably be replaced by one that's even better. When station operators get together, one of the first questions asked is, "How is your representative doing?" And when one of our station people answers, "They're doing an all-out job," all the effort, and sweat, and even the occasional bruises seem well worthwhile.

Station Promotions Stoke Business Fires

The list of stations stoking the fires of business with anti-recession fuel [STATIONS, March 31, *et seq;* PROGRAMS & PROMOTIONS, March 24] was still growing last week as 20 outlets reported their efforts to BROADCASTING.

Many stations found it effective to air interviews with local businessmen. KUDL Kansas City, Mo., is conducting "Operation Optimism" in which staffers ask business leaders via beeper phone, "How's business?" and "What is the outlook . . . in 1958?" WWIL Fort Lauderdale, Fla., takes phone calls from local businessmen with optimistic reports and put them on the air to tell their story. WIP Philadelphia's "Operation Optimism" includes individual success stories, financial reports and editorials interpreting the statistics. WKAP Allentown, Pa., plays up "bright side" news items, carries interviews with local merchants and editorializes on business conditions.

The automotive industry is receiving a considerable impetus from the nation's radio-tv stations. WGN-AM-TV Chicago supported the city's Automobile Trade Assn. and the Greater Chicagoland Used Car Dealers Assn.'s [ADVERTISERS & AGENCIES, April 21] "You Auto Buy Now" campaign with saturation spots. WTMJ-AM-TV Milwaukee's "Auto Buy" promotion schedules slogans, visual cards, contests and campaign songs into nearly every program. WHB Kansas City, Mo., invites members of the local Motor Car Dealers Assn. to tape messages that urge listeners to "Buy It Now" and airs them twice hourly. Radio Advertising Bureau is sending member stations a sales kit and is alerting local car dealers to cooperate with RAB stations.

WFBR Baltimore and WSAZ Huntington, W. Va., have sent thousands of letters to their area's business houses requesting news of any better than usual business. The stations include the replies as "good business" items in their newscasts.

Golden Empire Broadcasting Co. (KHSL-AM-TV Chico and KVCV Redding, both Calif.), gave each employe $10 on the understanding he would spend it immediately with a local merchant.

WEKR Fayetteville, Tenn., conducted an "economic survey" in its area and gave the optimistic statistics to advertisers for incorporation into their commercials.

WWRI West Warwick, R. I., Monday-Friday 8:30 a.m. checks via beeper phone with the local director of the Employment Service who advises on available jobs.

Other stations broadcasting "good news" spots: WCAU Philadelphia in its *Rural Digest;* WEOK Poughkeepsie, N. Y., in more than 600 spots a month; WHBC Canton, Ohio, in promotions aimed at a different business each week; KWIZ Santa

KMJ-TV

KMJ-TV

Leads in Fresno

KMJ-TV in the Billion Dollar Valley of The Bees

Leads in films --offers 18 top-rated, first-run MGM film features weekly.

KMJ-TV • McCLATCHY BROADCASTING COMPANY • FRESNO, CALIFORNIA • The Katz Agency National Representative

20 YEARS

of experience and growth stand behind
our dynamic concept of

TIME-SALES ENGINEERING

Call Forjoe today — and learn about this new formula for station growth and profits!

FORJOE & CO., INC.

NATIONAL STATION REPRESENTATIVES
AND TIME-SALES ENGINEERS FOR OVER 20 YEARS

Sales Offices in NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • PHILADELPHIA • ATLANTA • SEATTLE
Headquarters — 580 5th Avenue, New York 36, N. Y.

AT THE NAB CONVENTION... Visit our Hospitality Suite — Hotel Biltmore

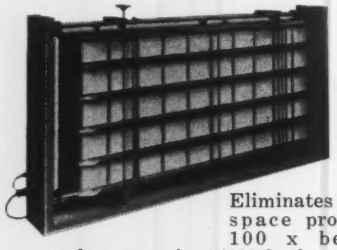
Studio Equipment with PRECISION

Hear the amazing TIME EXPANDER/COMPRESSOR

EMT Compact TURNTABLE #930
Syllable cue selection plus mechanical precision never before obtainable.

NAGRA PORTABLE RECORDER IIC-1

Guarantees studio quality from man-on-the-scene pick-ups. Spring-wound, battery-operated. Swiss-made.



EMT ECHO UNIT #140
Eliminates your space problem. 100 x better performance in 1/100th the space. True echo chamber characteristics from 0.8-6 sec. instantly selectable in range 30-12,000 cps. Mobile. No sound-coloration.
(Shown with cover removed)

Definitive Monitor LOUDSPEAKER 084
The *only* loudspeaker adjustable to constant sound pressure over the entire audio range.

NARTB BOOTHS 2105 & 2106

Also: see Wow & Flutter Test Sets

ELECTRONIC APPLICATIONS 194 Richmond Hill Avenue, Stamford, Conn.

STATIONS CONTINUED

Ana, Calif., in 15-per-day "recession deterrents" introduced with such tunes as "Happy Days Are Here Again"; KTVU (TV) San Francisco broadcasts "good news" flashes solicited from listeners introduced with the word "good" repeated over the sound of a ringing bell and showing the word increasing in size on the screen; WPAC Patchogue, N. Y., uses its call letters for its slogan "Work, Prosperity and Confidence"; KOOL-AM-TV Phoenix, Ariz., gets its "good news" facts from the local Retail Merchants Assn. and Chamber of Commerce, and WCKY Cincinnati's "Business is Good" campaign reportedly has received "very laudatory praise" from local businessmen.

KSD-TV Signal Emanating From New 1,152-ft. Tower

The signal of KSD-TV St. Louis now emanates from a new 1,152-ft. tower at a $1 million transmitter plant, it has been announced by Harold Grams, general manager. The tower is Missouri's tallest, he said.

Mr. Grams threw the switch last Monday, extending the signal's range, the station estimates, about 15 miles in all directions. Ch. 5 KSD-TV continues with 100 kw power, with studios and offices still in the *Post-Dispatch* building downtown.

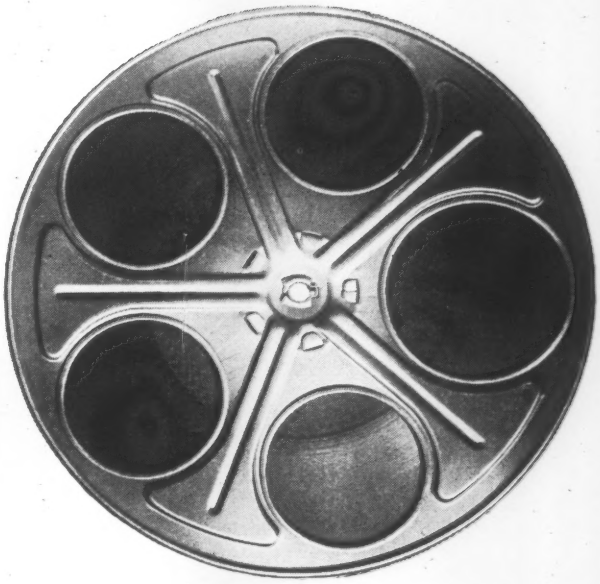
The new transmitter-tower site is eight miles southwest of downtown St. Louis. New equipment includes an RCA 6 kw driver transmitter and an RCA 6-bay superturnstile antenna atop the tower. The tower is more than twice as high as the one in use downtown since KSD-TV went on the air in 1947. Chief Engineer Ed Risk supervised the installation. Gordon Rustemeyer is transmitter supervisor.

THE SWITCH *to a new $1 million transmitting plant is thrown by Harold Grams, general manager of KSD-TV, St. Louis, as Chief Engineer Ed Risk looks on.*

KENY Bellingham Goes on Air

KENY Bellingham, Wash., began April 4 on 930 kc with 1 kw day. Staff assembled by owner-manager Tom Haveman includes Clate Holm, from KIUP Durango, Colo., program director; Ed Marroy, from KVOS Bellingham, commercial manager; salesmen Sam Kelly from KUJ, Walla Walla, Wash., and Ted Beachamp, KVOL, Lafayette, La. Ed Triplett, formerly with KPUB Bellingham is news editor and Jim Bailey, KAGT Anacortes, Wash., morning man.

30



30 YEARS OF MOTION PICTURE MUSIC

American Society of Composers, Authors and Publishers now presents a special issue of the ASCAP Program Guide entitled "30 Years of Motion Picture Music." The Society's membership includes those men and women who have contributed the big Hollywood hit tunes which were presented to the public from 1928-1958. The listing of recordings includes not only the song titles with their composers, authors and publishers, but also the names of the performing artists and the available recordings. Radio and television program men will find this booklet a tremendous source of programming material.

ASCAP

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK

DATELINES

Newsworthy News Coverage by Radio and Tv

LAS VEGAS—ABC Radio made use of its new bulletin warning system for the first time last Monday, when it alerted stations for news of the collision of an airliner and an Air Force jet trainer over Las Vegas. The system has been available on a 24 hour a day basis since April 1. It utilizes a series of tones to alert stations that a bulletin will be forthcoming. The first tone sets off a warning device—a light, a bell or a buzzer—in each station on the network. Subsequently, a series of double beeps informs the affiliate that a news bulletin will follow in 30 seconds.

KNX Hollywood broadcast details of the Monday morning crash as they developed and by noontime had a direct report for Hugh McCoy's news show. George Crockett, owner of the Alamo Airways at McCarran Field, Las Vegas, in an interview with Mr. McCoy, described the crash of the two planes.

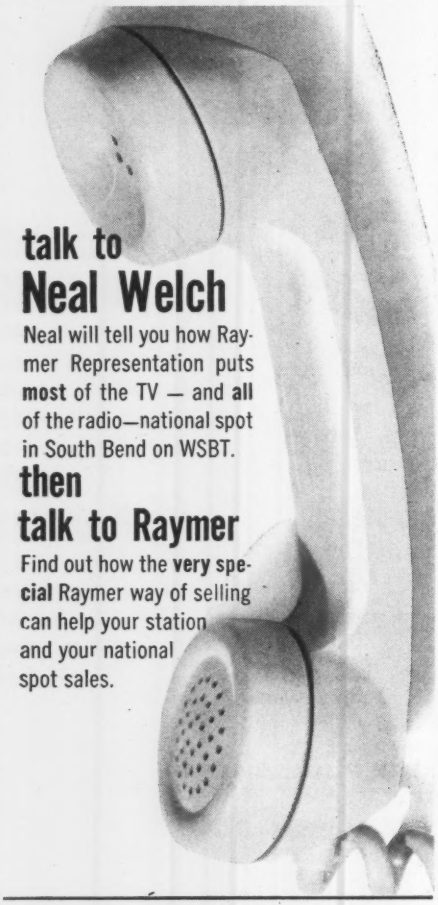
KWFT Wichita Falls, Tex., got Gene Paul King of KLAS Las Vegas on the phone one minute after the AP bulletin on the collision. In a matter of minutes, Mr. King fed KWFT News Director Dave Dary a complete report. KWFT followed up with several more direct reports from KLAS and the *Las Vegas Record-Journal.*

KOSI Denver also was in direct contact with KLAS as well as the Denver operations desk of United Airlines. In addition to hourly reports from the crash scene, KOSI contacted survivors of two Denver residents killed in the collision.

TRENTON—Coverage by WTTM Trenton, N. J., of an armed attack on nuns and pedestrians Saturday night, April 19, was quickly picked up by NBC. Independent stations also called WTTM for direct feeds as it covered the evening of terror. Program Director Tom Durand directed a staff that included Dick Burns, Cliff Haycock, Donald Dewsnap and Mary Logan (Miss Logan interviewed nuns witnessing the shooting).

WILDWOOD—Len Antell, news director for WCMC in this New Jersey resort, was leaving a night court session when he heard a general fire alarm. He rushed to a burning hardware store, site of what would turn into a quarter-million-dollar fire and an eight-hour job for the newsman. His first report was by telephone to WCMC. Subsequently Frank Matrangola, owner-manager of WCMC, rushed in a tape recorder to supplement beeper phone reports. The station broadcast the news as it developed, in addition to official safety information for Wildwood residents. Police provided an escort to get the tape reports back to WCMC studios. After fire coverage was wrapped up and the station signed off, Mr. Antell was able to return to notes from his original assignment, the court story.

WEST HARTFORD — WDRC Hartford, Conn., joined forces with the *Hartford Times* to broadcast results of a tax referendum shortly after poll doors closed. The *Times* had the outcome 25 minutes after voting closed at 7 p.m., and the people got results immediately over WDRC. The special vote attracted more than 16,000 to the polls, WDRC reports.


talk to
Neal Welch
Neal will tell you how Raymer Representation puts most of the TV — and all of the radio—national spot in South Bend on WSBT.
then
talk to Raymer
Find out how the very special Raymer way of selling can help your station and your national spot sales.

KFSD-AM-FM-TV Make Move Into Million-Dollar Building

KFSD Inc., San Diego, Calif., has moved into its million-dollar Broadcast City, housing KFSD-AM-FM-TV in an acre of floor-space.

Opening of the new facilities marks the 32nd anniversary of KFSD.

Features of Broadcast City are two indoor and two outdoor tv studios, one fm and two am studios, a large, glass-fronted newsroom facing the lobby, control and projection rooms and the operations area for departmental offices.

The structure is one-story "California modern" with semi-tropical landscaping. For decor KFSD commissioned art pieces, including sculpture by Bertoia, and the San Diego Art Guild is furnishing a rotating exhibit of paintings for studios and offices.

REPRESENTATIVE APPOINTMENTS

WHAY New Britain, Conn., appoints John E. Pearson Co.

WDXR Paducah, Ky., names Richard O'Connell.

INTERNATIONAL

CARTB'S ALLARD MAY BE LET OUT

- **Proposal to board mulled**
- **Allard says he won't quit**

A group of influential members of the Canadian Assn. of Radio & Television Broadcasters plan to recommend to the CARTB board of directors that the services of Jim Allard, executive vice-president and prior to that general manager, be replaced with those of a full-time paid president. Mr. Allard has been in charge of CARTB business for about 13 years.

MR. ALLARD

A group of directors met at Toronto on April 11 to discuss the association's future day-to-day business direction. It is understood that Mr. Allard was not informed of this meeting, which was attended by F. A. Lynds, CKCW-AM-TV Moncton, N.B.; J. M. Davidson, CKY Winnipeg, Man.; Walter Blackburn, CFPL-AM-FM-TV London, Ont.; Clifford Sifton, CKRC Winnipeg, Man.; E. F. MacDonald, CJCH Halifax, N.S.; Wm. Guild, CJVI Victoria, B.C.; and H. R. Carson, CFAC Calgary, Alberta.

Mr. Allard was informed of the action of the group by Vern Dallin, CFQC-AM-TV Saskatoon, Sask., and CARTB president, two days after the Toronto meeting it is further understood.

As a result, Mr. Allard sent a letter April 18 to all CARTB members, reporting the situation as he subsequently learned it.

In this letter Mr. Allard pointed out that the group meeting at Toronto felt that he had worked hard at trying to secure a separate regulatory body for broadcasting in Canada, a goal soon to be achieved following the recent election of a majority Conservative government headed by John Diefenbaker.

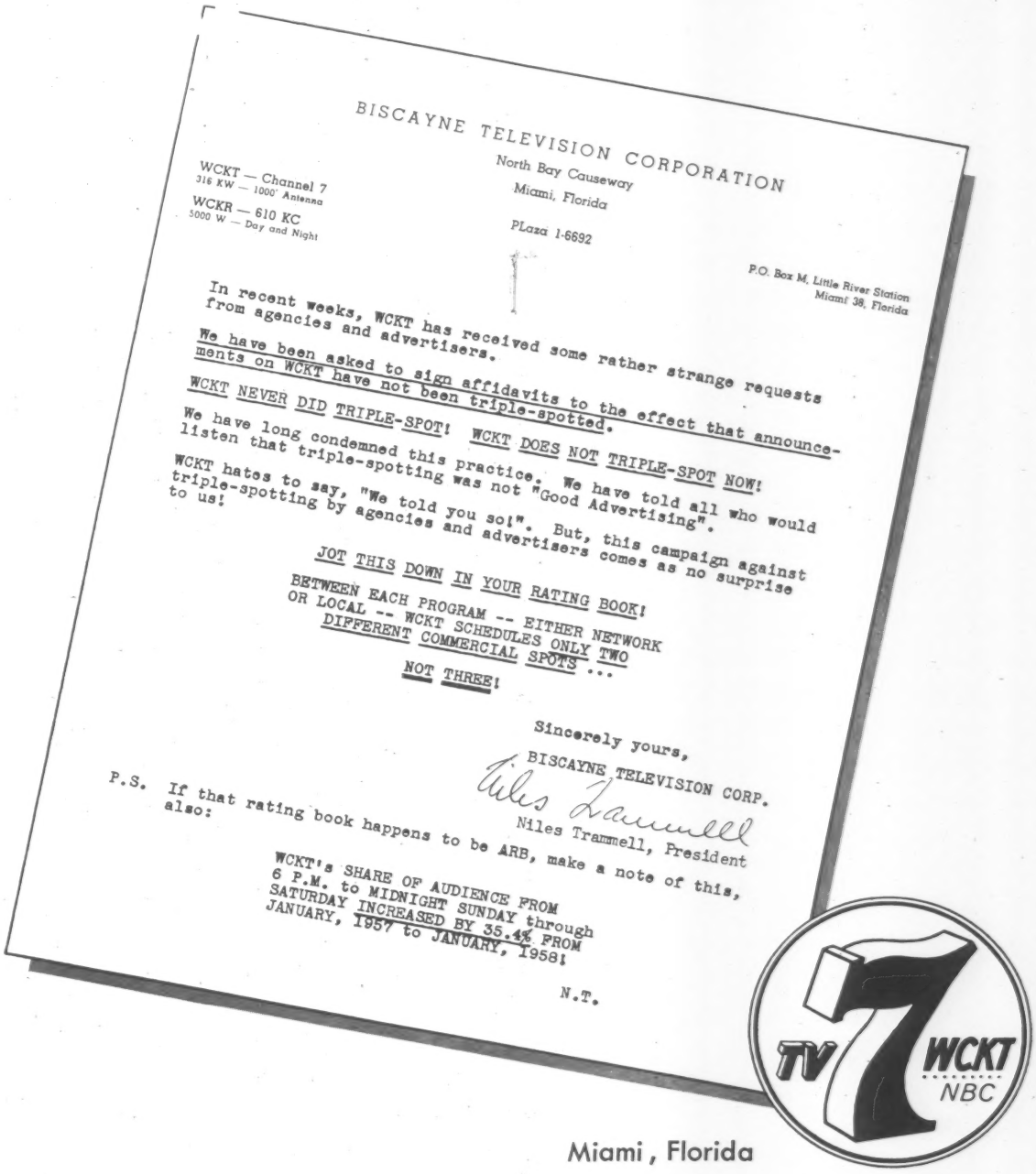
Mr. Allard contended that the group also felt that he was *persona non grata* with certain people, though he was unable to obtain names of any of these people from members attending the Toronto group meeting. Mr. Allard also stated in his letter that the group had felt he did not have the ability to represent the CARTB at public meetings, this despite his successful appearances before Canadian Parliamentary radio committee meetings and various commissions in the past 13 years. There had been no such charges at CARTB annual meetings or board meetings in the past.

Mr. Allard stated in his letter to members that he does not plan to resign.

CARTB Convention Workshop Set

American and Canadian radio and advertiser speakers will be featured in the radio workshop sessions to be open to the advertising industry at the annual convention of the Canadian Assn. of Radio and

TRIPLE SPOTTING



BISCAYNE TELEVISION CORPORATION

North Bay Causeway
Miami, Florida

PLaza 1-6692

WCKT — Channel 7
316 KW — 1000' Antenna
WCKR — 610 KC
5000 W — Day and Night

P.O. Box M, Little River Station
Miami 38, Florida

In recent weeks, WCKT has received some rather strange requests from agencies and advertisers.

We have been asked to sign affidavits to the effect that announcements on WCKT have not been triple-spotted.

WCKT NEVER DID TRIPLE-SPOT! WCKT DOES NOT TRIPLE-SPOT NOW!

We have long condemned this practice. We have told all who would listen that triple-spotting was not "Good Advertising".

WCKT hates to say, "We told you so!". But, this campaign against triple-spotting by agencies and advertisers comes as no surprise to us!

JOT THIS DOWN IN YOUR RATING BOOK!

BETWEEN EACH PROGRAM -- EITHER NETWORK OR LOCAL -- WCKT SCHEDULES ONLY TWO DIFFERENT COMMERCIAL SPOTS ...

NOT THREE!

Sincerely yours,
BISCAYNE TELEVISION CORP.
Niles Trammell
Niles Trammell, President

P.S. If that rating book happens to be ARB, make a note of this, also:

WCKT's SHARE OF AUDIENCE FROM 6 P.M. to MIDNIGHT SUNDAY through SATURDAY INCREASED BY 35.4% FROM JANUARY, 1957 to JANUARY, 1958!

N.T.

TV 7 WCKT NBC

Miami, Florida

Television Broadcasters at the new Queen Elizabeth Hotel, Montreal, Que., on May 12. The afternoon session will start with a talk on increasing the stature of radio as a medium by Worth Kramer, executive vice president of WJR Detroit, Mich. Radio and public relations will be dealt with by Kenneth H. J. Clarke, manager of sales and market development of International Nickel Co. of Canada, Toronto. The special radio problems of Pepsi-Cola Co. of Canada Ltd., Montreal, will be discussed by E. R. Fisher, company advertising manager. Ben Dobrinsky, advertising director of Steinberg's Ltd., Montreal, grocery chain, will discuss successful merchandising ideas on radio, and Donald H. McGannon, president of Westinghouse Broadcasting Co., will deal with radio's status today.

Canadian Microwave Network To Open Coastal Link July 1

The first microwave network linking Canada from Atlantic to Pacific will be officially opened on July 1, Dominion Day. The announcement was made by the Canadian Broadcasting Corp. and the Trans-Canada Telephone System at Toronto this week.

The network gradually has been built over the past five years and the final stage across the Rocky Mountains is nearing completion. Tv stations from CJCB-TV Sydney, N. S., on the Atlantic coast, will be linked all the way across Canada with CHEK-TV Victoria, B. C., on the west coast. CHEK-TV and CBUT (TV) Vancouver, B. C., have been on the network a few times for special occasions, but only through use of U. S. facilities.

Newfoundland will be linked with the microwave network next year when a live overwater link is built by Canadian National and Canadian Pacific telegraph systems.

On July 1 the five Canadian time zones will be linked together, but to make possible the use of programs in evening hours on the west coast a network relay center is being built at Calgary, Alta., by the CBC. This installation initially will require four magnetic-tape video recorders, which will be ready by July 1. The plant will be expanded and completely ready in about two years.

HUGH TERRY, president-general manager of KLZ-AM-TV Denver, stops after being interviewed over JOKR-TV Tokyo to collect material for a tape series he is sending back to TLF Inc. stations. With him are (l to r) Saburo Sakai, general secretary of the NAB of Japan; Paul Ishihara of JOKR-TV, one of the city's two private stations; Hiroshi Enomoto of the U.S.I.A. radio-tv branch, and Yukio Isomura, assistant general secretary of the Japanese NAB.

Mr. Terry's taped half-hour reports will be heard stateside on Time-Life stations beginning next month. He also will collect material at Kyoto and the Osaka International Trade Fair.

Japan's three stations, JOKR-TV and NTV (TV), both privately owned, and NHK (TV), the government station, operate all day Saturday and Sunday and 12 hours weekdays, Mr. Terry reports. The stations—now concentrating on baseball—do many sports remotes, he says, and also pick up theatre performances direct.

Walsh Adv. Brings Damage Suit In Government Account Switch

Walsh Adv. Ltd., Toronto, Ont., has brought action against the government's Bank of Canada and the Canadian government for $160,580 for damages arising from its dismissal last July as agency for the Bank of Canada. The agency was developing an advertising campaign for the 1957 Canada Savings Bond drive. Included in the sum is $100,000 for damages to its business reputation and unauthorized use of its creative work, $50,706 representing loss of commissions and $9,874 paid by the agency to suppliers.

The agency was asked by the Canadian government about November 1956 to begin work on an all-media campaign. In its action before the Exchequer Court at Ottawa the agency points out it had almost completed the job when the account was removed. The agency does not point out that the account switch followed last June's general election when the Conservative government came into power and a number of government accounts were switched to new advertising agencies. The Bank of Canada account went to McKim Adv. Ltd., Toronto.

One Call for all You Need in

LIGHTING EQUIPMENT RENTALS

ANYTIME - ANYWHERE!

For quick service, expert advice and one low price for equipment, installation and removal, call on one of the nation's largest suppliers of temporary lighting facilities—Jack Frost. His lighting equipment inventory is unexcelled. Below are just a few of the many items available for quick delivery whenever and wherever needed.

LIGHTING
Complete M. R. Incandescent Equipment, M.R. High Intensity Arc Equipment, Dimmer Equipment 250 W — 10,000 W, Diffusion, Scoops, Reflectors, Bullboards, Cable.

PORTABLE POWER EQUIPMENT
AC and DC Generators 15 Amps to 1500 Amps (Truck or Caster-mounted). Portable Transformers — Dry and Oil, Portable Substations.

DOLLIES
Fearless and Raby Panoram Dollies, Crab and Western Dollies.

GRIP EQUIPMENT
MacTon Turntable for Cars and Displays, Mole Richardson Boom and Perambulator, Parallels, Ladders and Steps, Scrims and Flags, Dots and Stands.

Write or Wire for Catalog and Free Estimates

JACK A. FROST
Dept. BI.
234 Piquette Ave., Detroit 2, Mich.
Canadian Office:
41 Kipling Ave., South, Toronto, Ontario

The Development of the FIRST

Fully Automatic Radio Programming System

Will Be Announced by *Muzak* Corporation

PROGRAMMING

There will be distinctive, new music programming all day, every day, 365 days a year.

Wide adult audience appeal – fresh, sparkling, full fidelity arrangements of popular standards, interspersed with modern instrumental treatments of today's pop favorites.

EQUIPMENT

It will be fully automatic and time synchronized – all you will do is load the Muzak tape machines, set them and forget them. Each machine will play unattended for 8 hours, automatically injecting pre-recorded commercials.

The program playback unit has been proven, fully tested and has been in use 24 hours a day by the Muzak background music franchise organization for more than 4 years.

SAVINGS

The complete Muzak automatic programming package (tape programs and equipment) will save the average broadcaster the salaries of 3 to 4 employees and is projected to cost less than one of the employees it replaces.

AVAILABILITY

Specifications and details will be announced. For information please address Department B.

Muzak **CORPORATION • 229 Fourth Avenue, New York 3, N. Y.**

Visit the Muzak Hospitality Suite at the Biltmore Hotel during the NAB Convention

MUZAK—REG. U.S. PAT. OFF.

BR
IEF
LY

three rich markets with one economical purchase

West Texas Television Network

KDUB-TV, LUBBOCK, TEXAS
KPAR-TV, ABILENE, SWEETWATER
KEDY-TV, BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

Canadian Radio-Tv Sales Down

Both radio and television set sales in Canada were down in the first two months of this year from 1957, according to a report issued by the Radio-Electronic-Television Manufacturers Assn. of Canada, Toronto, Ont. Radio receiver sales in the first two months totaled 61,442 sets as compared with 83,590 sets in the same period last year, while tv set sales totaled 67,068 for January-February 1958 as compared with 78,762 in 1957.

Buyers in Ontario accounted for 27,256 radio sets out of the total and 24,680 tv sets, while Quebec buyers accounted for 14,190 radio sets and 15,658 tv sets in the two month period.

Radio Seminar Set in Vancouver

British Columbia Assn. of Broadcasters and the U. of British Columbia will hold a radio seminar at the university in Vancouver May 5-9. Speakers at the seminar will include Paul Lazarsfeld, Columbia U., New York; Dr. Stanley Donner, Stanford U., California; Leo Bogart, McCann-Erickson, New York; Sam Ross, CKWX Vancouver; Roy Currie, CFQC Saskatoon, Sask,; J. S. Boyling, CHAB Moose Jaw, Sask.; Hal Cooke, CKEY Toronto; Murdo McLachlan, CHWK Chilliwack, B. C.; J. Lovick, Lovick Adv. Ltd., Vancouver, and Gene Hallman and Bob Patchell, CBU Vancouver.

Canadian Community Tv Meet Set

The National Community Antenna Television Assn. of Canada has announced its second annual convention for May 1-3 at the Alpine Inn, Ste. Marguerite, Que. Among topics for discussion and reports are closed circuit systems, government regulations, telephone company relations, rates and collections and antenna design and construction. Equipment exhibits also are to be featured.

Canadian Election Tops Ratings

A record 7,600,000 Canadians listened to or watched CBC English and French-language radio and television coverage of the Canadian federal election on March 31, according to a survey made by Elliott-Haynes Ltd., Toronto, Ont. The survey was taken across Canada from Sydney, N.S., to Victoria, B.C. About 4,000,000 English-language viewers watched on the tv network and about 1,600,000 on the French-language network, composed of both CBC and independent stations. It was reportedly the largest Canadian audience for a live tv presentation.

ABROAD IN BRIEF

BRUSSELS BROADCASTS — The Belgian state radio & television system is providing "splendid cooperation" to broadcasters the world over at the Brussels World's Fair, Richard M. Pack, vice president of Westinghouse Broadcasting Co., reported on his return to the U. S. last week. Mr. Pack and Michael R. Santangelo, WBC's director of public relations, were arranging production details for the May 25-31 series of jazz concerts to be given by Benny Goodman and orchestra, sponsored by WBC. Westinghouse Broadcasting expects to broadcast 10 full-hour radio programs and film a half-hour tv documentary covering the Goodman concerts in Brussels. The material will be used on WBC stations.

NEW ODDS AT TV DOWNS: The BBC is gaining in the race for viewers with commercial ITA stations in Great Britain, it has been claimed in a survey published by the *London Daily Herald*. Figures given: 59 of every 100 viewers now prefer ITA to 41 for BBC, whereas in September 1957, only 28 favored the BBC. The BBC increase came after the government network started matching ITA spectaculars, movies and quiz shows, while retaining intellectual programs, paper said.

THRIFTY IMPORT: Radio Luxembourg has established rates for its new German commercial service at 25 deutschmarks (about $6) per second, it has been announced. Broadcasts go into west and north Germany [INTERNATIONAL, March 24], where limited commercial time on local outlets is assessed at about $10 per second. A "vast" German audience has been claimed after test broadcasts to Germany by Radio Luxembourg, one of Europe's few private broadcasters and one which operates several services in different languages.

PROSPEROUS PERCENTAGE: According to official West German figures, local tv set manufacturers made 808,000 sets in 1957 which is 20% more than in the preceding year. Value at the factory level is given at the deutschmark equivalent of more than $110 million. The 21-in. receiver leads the trend. Exports, at the same time, doubled. Half of the sets go into European countries where tv is moving ahead at what is described as a phenomenal speed (at retail counters). German economists have been predicting depression for many facets of the economy, pointing to developments in the U.S., but in all forecasts tv has been singled out as a field of powerful growth.

INTERNATIONAL PASTIME: The U.S. Information Agency last week launched a trans-Pacific Japanese series with telephone interviews between Japanese and American baseball players. Participants were Roy Sievers and Albie Pearson of the Washington, D. C., Senators, Tetsuji Kawakami of the Tokyo Giants and Sotaro Suzuki, baseball writer. The 15-minute interview session was filmed, with translation added later, for telecast in Tokyo May 4. Additional film of training and other baseball activity is being flown to Japan for the show.

Subsequent installments in the series, jointly undertaken on a monthly basis by the U.S.I.A. and Japanese broadcasters, will have cultural, political, economic and scientific themes, it was announced.

In Memphis, WREC-TV channel 3 is FIRST BY ALL SURVEYS!

First by A.R.B.!* *MEMPHIS AREA, February, 1958 Sunday thru Saturday, Sign-On to Sign-Off		*First by Pulse*!* *MEMPHIS AREA, February, 1958 Sunday thru Saturday, Sign-On to Sign-Off		*First by Nielson*!* *MEMPHIS AREA, Dec. 8 thru Jan. 11, 1958 4 weeks, Sign-On to Sign-Off	
For All Competitive Quarter Hours STATION	LEADS IN 1/4 HRS.	For All Competitive Quarter Hours STATION	LEADS IN 1/4 HRS.	For All Competitive Quarter Hours STATION	LEADS IN 1/4 HRS.
WREC-TV	166	WREC-TV	224	WREC-TV	162
STATION "B"	158	STATION "B"	123	STATION "B"	140
STATION "C"	56	STATION "C"	35	STATION "C"	67

WREC-TV Channel 3
Memphis, Tennessee
Covering the Entire Mid-South

CBS TELEVISION

Represented Nationally by the Katz Agency

Harriman Signs Bill To Boost N.Y. Etv

Gov. Averell Harriman of New York last week signed a bill appropriating $600,000 for educational television, including a project encompassing daytime telecasts on WOR-TV New York, a commercial station.

A spokesman for WOR-TV said all programming arrangements will be made by the New York State Board of Regents, which will utilize the station on weekdays from 9 a.m.-5 p.m. and on Saturdays from 9 a.m.-noon. The educational programming is scheduled to begin in late September. Material used in the New York operation eventually will be made available for use on other stations in the state.

WOR-TV will continue to serve as a commercial station at other times of the day.

Gov. Harriman also signed a bill prohibiting "bait" advertising and another bill extending to television an existing ban on false or misleading advertising in other media. Under both bills, the state law department is authorized to obtain court injunctions to force compliance. A person violating an injunction would be liable for prosecution for contempt of court.

Educators Get WSJS Equipment

WSJS Winston-Salem, N. C., has announced its donation of two studio controlled consolettes and the planned contribution of two more turntables to the Broadcasting Foundation of North Carolina. WSJS reports it will have given $5,000 worth of equipment to the BFNC when it delivers the additional turntables. Prior to this contribution, the station gave the foundation two turntables which are now in use at the U. of North Carolina at Chapel Hill.

FORECAST: ELECTRONIC EDUCATION

A glimpse into the "school of tomorrow" was afforded educators in Miami April 19 by RCA President John L. Burns as he announced an RCA-supported $100,000 educational tv project at New York U. [EDUCATION, April 21].

As visualized by Mr. Burns: Televised lessons will originate from a central building with four or five master studios; lessons will be telecast into classrooms throughout a city or the entire country. Tiny objects demonstrated in the classroom will present no problem because tv cameras can magnify them, giving all students "front-row seats." Color tv will enhance study, particularly in medicine and dentistry.

The teacher in the classroom will have other electronic tools. On the desk a multiple-control panel and magnetic tape players will replace the traditional red apple. Tape machines run pre-recorded lessons with pupils following the lesson on headphones. If the pupil has a question he will talk on his intercom without disturbing the rest of the class. The teacher will be able to conduct as many as three classes simultaneously.

The sides of the "classroom tomorrow" will be lined with sound-proof, air-conditioned, private study booths for individual recitation and research. The teacher will be able to listen in on a pupil's recitation and offer suggestions simply by flicking a switch.

A small portable "hear-and-see" tape player (now under development at RCA) will be able to take a reel of tape and play it back immediately on classroom tv screens, also presenting highlights of current events, explanations of scientific problems, symphony concerts and lectures by world figures. Should the teacher wish to refer to a library book, he simply will consult a "tv directory,"—that is, dial a number and a microfilm edition of the book will appear on the tv screen.

Schools Get 14 NAEB Grants For Summer ETV Workshops

Fourteen grants valued at $16,665 are being made available by the National Assn. of Education Broadcasters to schools for educational tv workshops this summer, NAEB has announced.

The grants-in-aid are offered to help institutions defray the cost of scheduling leading broadcast consultants for the workshop sessions. They range from $400 to $2,215 and are made possible by Ford Foundation funds.

Recipients of the grants are Central Washington College, College of the Pacific, Denver public schools, Florida Agricultural & Mechanical U., Florida State U., Lowell Institute (WGBH-TV Cambridge, Mass.), Michigan State U. (WKAR-AM-TV East Lansing), Oregon State College, Peabody College for Teachers, Purdue U., Sacramento State College, Syracuse U., U. of Tennessee and Toledo public schools.

Among the purposes for which schools received financial aid are to demonstrate etv methods; prepare teachers for community-sponsored etv; familiarize audio-visual and other school personnel with procedures and equipment, and to study etv techniques.

Coast Conference Set for May 9

The Radio-Television Guild of San Francisco State College has announced its eighth annual Radio-Television Industry Conference and banquet for May 9 at the college radio-tv center. Some 30 professional broadcasters will be on hand for discussions, workshops and demonstrations at the event which is expected to draw 300 from seven western states. May 9 has been proclaimed Radio-Television Day in San Francisco. Registration information is available from Jack Sampson, general manager of the Guild, or Bob Stice, promotion manager at San Francisco State College, San Francisco 27.

FM-SCA LICENSEES:

MOTIVATIONAL* MUSIC by Magne-Tronics

The QUALITY background music service

Why jeopardize the success of your functional music or storecast business by settling for less than the best in program material. Motivational Music by Magne-Tronics is available on an exclusive franchise basis. No franchise fees! No percentages!

Magne-Tronics franchise operators are currently serving subscribers via multiplex or land line in over 100 cities of the U.S., Canada, Hawaii and Bermuda.

Magne-Tronics tapes are programmed and cued to provide for:

1. Automatic intermixture of 8-hour programs —
2. Automatic updating with current and seasonal tunes —
3. Automatic insertion of spot announcements for combined background music and storecast systems —

FOR AUDITION AND MULTIPLEX DEMONSTRATION
NAB CONVENTION — ROOM 2359 — HOTEL BILTMORE

Wire, phone or mail coupon today for complete particulars.

MAGNE-TRONICS
Inc.
49 WEST 45TH STREET
NEW YORK 36, N.Y.
CIRCLE 7-0210
*Trade Mark

MAGNE-TRONICS, INC.
49 West 45th Street, New York 36, N. Y.

Please rush complete particulars on Magne-Tronics Musical Tape Program Service and exclusive franchise plan.

NAME .....
TITLE ..... STATION .....
STREET .....
CITY ..... STATE .....

From left: WSB Radio's program director Elmo Ellis, West Virginia Governor Cecil Underwood, Col. Allan Julian, Atlanta Historical Society Director, Don McGannon, president Westinghouse Broadcasting Co.

First Annual Westinghouse History Award goes to WSB Radio, Atlanta

For the "best historical program on American radio or television in 1957"

Subject of inquiry: "*Why did the South Lose the Civil War?*" This first program in WSB Radio's staff-produced "Witness" series topped all other historicals in the nation-wide competition.

Other accolades to the quality of WSB local programming came in March. The Associated Press at its annual Press Award dinner honored the WSB Radio News Bureau with four Superior awards, one Excellent, and an Honorable Mention. Comprehensive news coverage, news commentary, farm news, sports and women's news were categories cited.

Dedication to broadcasting in the public interest is one reason why WSB commands the largest, most loyal audience in Georgia radio. Listeners believe in *WSB Radio. This* believability *builds sales for WSB advertisers.*

WSB RADIO

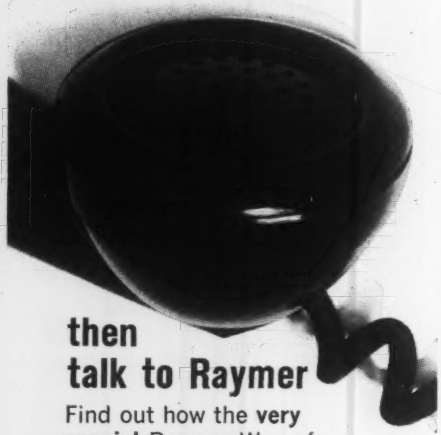
The Voice of the South

ATLANTA

Affiliated with The Atlanta Journal-Constitution. NBC affiliate. Represented by Edw Petry & Co.

talk to Jess Kellam

Jess will tell you how Raymer Representation found a revolutionary **new way to sell** national spot on KTBC-TV in Austin, Texas.



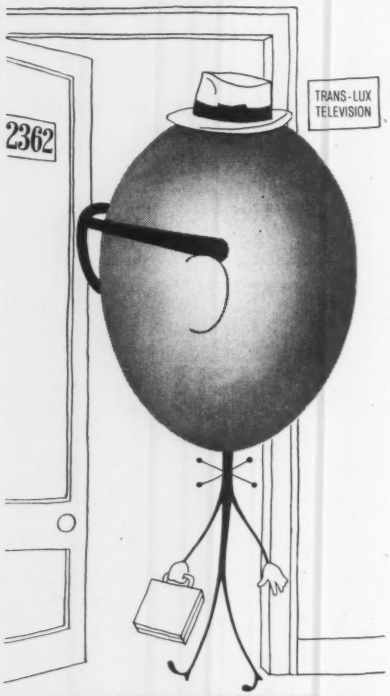
then talk to Raymer

Find out how the **very special** Raymer Way of selling can help your station and your national spot sales.

EGGHEAD KNOCKERS!

Come in and see how **I.E.*** is being bought and sold for local telecasting!

*INTELLIGENT ENTERTAINMENT



NAB CONVENTION, BILTMORE HOTEL, L.A.

Special Radio Show Plans Made For Vacationers in WCAU-Land

WCAU Philadelphia this season is taking advantage of its location in the Northeastern U.S. summer playground. To cash in on the annual population upsurge, the station has organized a comprehensive, five-state "WCAU-Land" promotion.

From the Pocono Mountains to the shore, WCAU is establishing "Listening Posts" at roadside luncheonettes, gas stations, motels, hotels, mountain lookouts, beach concessions and other spots where vacationers gather. Each stop will be designated by a large WCAU poster directing wayfarers to the latest news, weather forecasts, road conditions and other radio services of WCAU.

With the Keystone Auto Club of Pennsylvania, the station is preparing special resort maps giving vacation suggestions and routes in WCAU-Land. Figuring in a WCAU vacation safety campaign are Keystone, the New Jersey Parkway and Turnpike Police and the Pennsylvania State Police.

Special program originations will find disc jockey Johnny Lupton's *All Night Watch* on the Atlantic City Steel Pier, Ed Harvey's Saturday night *Surprise Party* at numerous vacation spots and Ralph Collier's nightly *Wonderful Town* interviews on the straw hat theatre and music circuit. Regular audience participation shows will feature salutes to communities within the coverage area.

WCAU has led off the vacation promotion with a series of mailings to clients and agencies including suntan oil ("Don't get burned this summer; WCAU offers a year-round protection) and postcard folders showing market information for vacation spots.

WBBM-TV's 'Bowling Queens'

A new women's bowling series will be offered for syndication to tv stations late in June. The program, *Bowling Queens,* has been televised locally on WBBM-TV Chicago the past season and will be produced by Sam Weinstein, kegler expert and m.c. Negotiations are underway for a distribution-syndication firm to handle the 26-week series. Mr. Weinstein has produced several other Chicago bowling shows, including *Bowling Clinic* and *Bowl the Professor,* since 1953.

All bowling series have been sponsored in that city by Universal Bowling Co. through Gordon Best Co.

WNDU-TV Sports Schedule Set

WNDU-TV South Bend, Ind., completed arrangements to carry 48 Chicago White Sox home baseball telecasts during the new season, starting with the Chicago-Detroit game.

The deal was announced jointly by Bernard C. Barth, WNDU-TV vice president and general manager, and Charles Comiskey III, president of the American League club. Telecasts are being fed by WGN-TV Chicago, under arrangements completed with Ward L. Quaal, vice president and general manager of WGN-AM-TV.

The agreement calls for 26 weekday and 22 weekend (all daytime) contests, featuring every American League team at least once. Mr. Barth pointed out the schedule gives WNDU-TV complete year-round sports coverage, also including U. of Notre Dame and National Collegiate Athletic Assn. football, professional boxing and basketball, the World Series, top football bowl games, national tennis championship and several top golf tournaments. WNDU-TV recently finalized plans for televising eight Notre Dame basketball games next season.

'Reporter' Article Surveys Fm

An opimistic survey of fm, where it has come from and where it is headed, is presented in the May 1 issue of *The Reporter* by writer Nat Hentoff. Titled "The Fm Boom: Radio for Grown-ups," the article concludes that "fm, in short, is prospering in direct ratio as it provides adults with a refuge from the blaring Children's Hour of the am juke boxes and from the vacuity of most tv." Mr. Hentoff also attributes the growth of home hi-fi equipment as an adult answer to juvenile music on am radio.

Spot Technique for WWDC Views

A spot-announcement technique is being used by WWDC Washington in its new editorializing policy. WWDC's editorials are of 60-second duration and are repeated up to 15 times a day. All editorials are identified as such and air time is available for other opinions on controversial topics.

Crosley Shows 'Eagle's Strength'

A live and filmed documentary, "The Eagle's Strength," about the Air Material Command originated recently at WLWT (TV) Cincinnati. Written and produced by Crosley Broadcasting Corp's special broadcast service in cooperation with AMC, Dayton, Ohio, the hour-long program was carried on Crosley stations WLWD (TV) Columbus and WLWI (TV) Indianapolis. The show's live portions included interviews with AMC's top brass and the filmed segments came from the command's library.

MAGNETIC SHIPPING CASES

Video Tape 12″ - 14″

* * *

1200′ Magnetic Tape Containers

3000′ 35mm FILM Shipping Case

William BAL

Known the World Over

SAMPLE CASES TRUNKS

Industrial Fibre Products

3658 So. Main St., Los Angeles 7, Calif.
PHONES: AD. 3-6726—AD. 3-5269

"Erect a Tower for 15 Minutes rental? . . . . . Incredible!"

(Ed. note: Mrs. Wright's boy, Charlie, had heard everything now.)

"When do we start?"

WIDE WIDE WORLD had a problem . . . . . and TOWER provided the answer!

TOWER CONSTRUCTION CO. picked up a challenge and delivered the impossible . . . a 200′ microwave tower and reflectors, completely installed and ready to go in TEN DAYS for the premiere program of the popular NBC series, "WIDE, WIDE WORLD." Again, TOWER drew upon its most valuable asset . . . experienced "know-how" . . . and came up with a workable tower rental plan designed to make "remotes" from inaccessible locations both feasible and economical. "WIDE, WIDE WORLD" was made wider through TOWER'S ability to handle the unusual.

In time of emergency, TOWER'S Rental Service Plan will get you back on the air and keep you there, while giving you valuable time to decide upon the exact permanent installation to serve you best.

TOWER

CONSTRUCTION CO.

2705 Hawkeye Drive Phone: 5-7653

SIOUX CITY, IOWA

Phone us today for all the facts!

MAIL COUPON FOR FREE 92-PAGE BOOKLET on Microwave Towers — Reflectors — Buildings — Special Towers.

TOWER CONSTRUCTION CO.
2705 Hawkeye Drive, Sioux City, Iowa

Name: _____

Firm: _____

Address: _____

City: _____ State: _____

In fact, TOWER answered time and time again for such well-remembered "remotes" by WIDE, WIDE WORLD as:

LOS ALAMOS, N. M.—"Atom Bomb Site"
CARLSBAD CAVERNS, N. M.
GRAND CANYON, COLO.
TOMBSTONE, ARIZ.—"Tombstone Today"
ABILENE, KAN.—"Eisenhower's Birthplace"
CYPRESS GARDENS, FLA.—"Florida Vacation"
VALLEY FORGE, PA.—"400th Anniversary"
NATCHEZ, MISS.—"Easter in The Old South"
WHITE SULPHUR SPRINGS, W. VA.—"Greenbriar"

and many more for this and other programs around the nation.

schafer
custom
engineering
235 South Third Street
Burbank, California

the finest in

REMOTE
CONTROL

now announces

AUTOMATIC
LOGGING

and truly

AUTOMATIC
PROGRAMMING
EQUIPMENT

See us in the
WILSHIRE ROOM
at the
STATLER

I SHOT AN ARROW IN THE AIR . . .

Even a hole in the head can be an asset—if it's promoted right.

The Bolling Co., station representative, proved this to its satisfaction in a follow-up to its arrow-through-the-head giveaway gimmick at the NAB convention just a year ago.

More than 4,000 arrows—wired so that, on the head, they appeared to pierce it—were given away in what was widely regarded as one of the most successful stunts at the NAB meeting. Bolling has been promoting it practically ever since.

The firm followed with a series of trade ads depicting the "Bolling man," complete with arrow, in observance of various significant occasions ("William Tell Day," "St. Swithins Day," etc.). Each ad was followed by a mailing to advertisers, agencies, prospective advertisers, station clients and prospective station clients, extending greetings of "the day." Finally, the firm had made up and distributed some 3,000 sets of six ashtrays showing the "Bolling man" with arrowed head.

Results of the campaign? Some 1,500 personal responses and, in the words of a Bolling man with unpunctured head, "more good will than we can measure—and probably, new business that cannot be traced directly to the campaign but which would have been harder to get without it."

WKIS (FM) Drops $10,000 at Fair

The Central Florida Fair had a space visitor when WKIS (FM) Orlando set up its mobile unit atop a 40-ft. tower on the fair grounds. Announcer Pete Viking accompanied the unit and stayed up the tower for the week of the fair—broadcasting 7½ hours each day. The station sold billboard space on the scaffold in combination with package deals for airtime while ads were placed in local papers to promote the stunt. As a climax WKIS announced 70 times within two days that it would drop $10,000 in cash from the structure at a certain time. The dropping of the bills reportedly caused a near riot but resulted in strong audience identification for WKIS.

Trains Get Results for KDKA-TV

A total 32,827 postcards reportedly were received by KDKA-TV Pittsburgh after making just two announcements on its Friday night late show. *Thorofare Startime Theatre* is sponsored by Thorofare Markets Inc., through Ketchum, Macleod & Grove. The promotion, to measure audience response, asked parents to submit their children's names to be eligible for one of two $500 electric train sets.

Humor in WPEN Public Service

A soft-sell approach has been adopted by WPEN Philadelphia in its public service announcements for the American Cancer Society. Produced and directed by WPEN staffer John Mahan, the spots feature "humorous situations out of life, built on a group of identifiable and easily remembered characters." Mr. Mahan in discussing the idea said, "As long as it is kept in good taste, there's no reason why humor doesn't have its place in appeals such as these. . . ."

CARTB Offers 'Japanese Hour'

Canadian broadcasters have been offered a taped *Japanese Hour program* from Japan, with commercial spot announcements for Japanese firms. The show has been offered to Canadian stations through the Canadian Assn. of Radio and Television Broadcasters by Mr. Hideaki Hata, managing director, Radio Television Japan No. 1, Tokyo. Payment for the program and commercials is to be made in Japanese currency for the time being due to foreign exchange restrictions.

In promoting the program Mr. Hata stated that it will help "to promote friendly relations with your country . . . in order to deepen mutual understanding. As one of such international interchanges, cultural interchange by means of broadcasting was adopted at the Asian Broadcasters Conference held in Tokyo last year."

CKSF Helps Jobless Listeners

CKSF Cornwall, Ont., is conducting a "Jobs for the Jobless" campaign, with free announcements several times a day for job seekers. The program was developed by manager Fred Pemberton to support the Canadian government's "Do It Now" work promotion program.

WRC-TV Probes Local Pollution

Members of the Joint Committee on Washington Metropolitan Problems appeared April 12 and 19 on special editions of WRC-TV Washington's *Our Beautiful Potomac* (7-7:30 p.m. EST). The series deals with pollution of the city's famous river. The shows, titled "Sewage and Water Pollution" and "Water Supply," were presented by committee staffers Frederick Gutheim and Gilbert Levin under the direction of Burton Bridges, WRC-TV director of public service, and narrated by Stuart Finley. The congressional committee's opinions and conclusions were presented via films, visual aids and panel discussions.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

"I never miss an issue of Ad Age..."

says **ROBERT LLEWELLYN**
Advertising Manager, Taystee-Grennan Divisions
American Bakeries Company

"How many times we end a discussion of some current advertising news with this phrase: *the whole story's in Ad Age!* It's a tribute to Ad Age's thoroughness and timeliness—what better recognition can there be? I never miss an issue."

Time after time, advertising executives freely tell us they never miss an issue of Advertising Age because it tells "the whole story." More than a news journal, Ad Age spotlights and clarifies the trends and developments of marketing which help guide market and media selections. That's why not only those who *activate*, but those who *influence* major broadcast decisions consider Ad Age vital reading.

At the American Bakeries Company, for example, which chalks up sales of over $140,000,000 a year, broadcast occupies an important position on advertising schedules. During 1957, the wholesale baking concern with plants in 57 cities earmarked more than $1,232,000* for spot tv alone, to help market its Taystee, Grennan and Merita lines of baked goods.

Every Monday, market-interested executives at American Bakeries turn to Ad Age to keep posted on developments affecting them. Further, Ad Age reaches decision-makers at the baking firm's agencies, Young & Rubicam, Inc. and Tucker Wayne & Co.—covering this important advertiser and its agencies with a total of 333 paid-subscription copies every week.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching almost 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**N. C. Rorabaugh Co. for Television Bureau of Advertising.*

ROBERT LLEWELLYN

Mr. Llewellyn started his business career after World War II service as a naval aviator aboard a carrier. With several years of copywriting experience to his credit, he was named an account manager for Henri, Hurst & McDonald, Inc. and later (1951-1953) an account executive for Tatham-Laird, Inc. At the American Bakeries Company, which he joined in 1953, he handles all advertising and sales promotion for two of the company's three divisions.

Outside the field of advertising, Mr. Llewellyn's interests include barbershop quartet singing and photography. In the latter art, he describes himself as an "advanced amateur." As a University of Illinois alumnus (B. A. in journalism), he keeps in touch with his alma mater through the Illini Club of Chicago.

ABC ABP NBP

Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
The Broadcasting Industry
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV
'Scoop' or 'Scope'
American Aviation' Resigns from ABC and Blasts 'Evasion' in Auditing Free Copies

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

TV: MERCHANTS' BUILDING BLOCK

The new Ala Moana Shopping Center, a $30 million Honolulu development, is being designed to bring television advertising within financial reach of every merchant in the center. The entire center is being connected by coaxial cable with studios of KULA-TV Honolulu, it has been announced.

This could mean 80 merchant clients for KULA-TV, which has made an exclusive arrangement with the Hawaiian Land Co., operator of the center, to originate events and commercials from any point in the development, without remote broadcast costs. In-store pictures picked up by KULA-TV cameras will be piped on the cable from the shopping center to the station's studios a few hundred yards away on Ala Moana Blvd.

As construction begins, a daily program is being contemplated for the center itself, in addition to individual commercials that tenants may telecast on KULA-TV, the station reports. It adds that the Ala Moana Shopping Center is installing a tape recorder in the KULA-TV control room for checking and editing commercials.

The center, now under construction, is expected to be in full operation by mid-1959. Among vantage points for KULA-TV cameras will be the Flying Saucer restaurant atop what is planned as Honolulu's highest structure.

The tv retailing agreement was signed for KULA-TV by Jack Burnett, general manager, and for the Hawaiian Land Co. by Lowell S. Dillingham, president, and Donald S. Graham, vice president of the development firm.

KSYD-TV Telecasts Tornado

KSYD-TV Wichita Falls, Tex., presented a dramatic telecast April 2 when a tornado hit the city. At 5:35 p.m. the station was notified of the tornado's approach. At 5:36 it was forming directly over the tv station. At 5:37 a cameraman and the chief engineer set up live cameras in a parking ramp and pointed them at the forming tornado. At 5:40 p.m. news director Bill Hood was on-air live describing the formation. The tornado struck at 5:42, with funnels hitting the ground less than 100 yards from the live cameras. Mr. Hood continued to describe the exact location and progress of the funnels until 5:58 when the danger passed over the city. Afterward the station was deluged with letters and telegrams of gratitude, Syd Grayson, president of KSYD-TV, reported.

Liaison Set for Royal Visit

Arrangements for radio and television coverage of the forthcoming July visit to Canada of Princess Margaret, sister of Queen Elizabeth, are being made. Contact for liaison is A. D. Ross, chairman, publicity arrangements sub-committee of the Canadian government's hospitality committee, located at Room 163 in the East Block of the Canadian Parliament Buildings at Ottawa, Ont.

'Reporter' Goes Bi-Lingual

Richfield Oil Corp., Los Angeles, has inaugurated a Spanish language version of its veteran *Richfield Reporter* newscasts, for 27 years a West Coast nightly broadcast, now on the CBS Radio Pacific Network. To reach the 600,000 Latin-Americans in Southern California, Richfield is sponsoring *Spanish Reporter* (6:55-7 p.m. PST) each day on KWKW Pasadena. Hixson & Jorgensen, L. A., is the agency.

Agencymen Get WEEP Gum

A piece of Blony bubble-gum was sent to Pittsburgh advertisers and agencies by WEEP there in an unmarked envelope. The teaser stunt was followed by a letter from the station headed "We sent you the Blony. . . . Now here are the facts. . . ." The letter contained the results of a Guide Post Research, Pittsburgh, survey stating that between November 1957 and February 1958 WEEP had "gained more new listeners than . . . all the other [Pittsburgh] radio stations combined."

Federal Series on WMAL-TV

WMAL-TV Washington, in conjunction with the Government of the District of Columbia, Saturday began *For the People* (4:30 p.m. EST), a 12-week series showing how the Capital City is run. To film the series WMAL-TV cameras visited public school classrooms, police and fire departments, bridge building projects and other government conducted operations. Each show is introduced by a D. C. government official whose work relates to the activity shown.

ETV Series on Space Offered

A half-hour television program *Space To Learn in the Space Age* is now available to commercial and educational tv stations. Produced by the National Education Assn., the Westinghouse Broadcasting Co. and Samsonite classroom furniture, the show features Art Linkletter as the moderator of a panel composed of noted industrialists, school superintendents, teachers and architects. *Space* illustrates, by group discussion and filmed school visits, the effects that school buildings have upon both teacher and students' emotional and intellectual growth.

St. Louis Market Data Released

NBC Spot Sales last week issued its eighth market data book, on St. Louis. Figures are given for the area's effective buying income, total retail sales and average weekly wages in principal industries. Study includes lists of leading department stores, drugs and food chains, radio and television stations, hotels and newspapers in the market. Ninth book, covering the San Francisco area, is in preparation.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

R. C. Crisler and Paul E. Wagner will be in attendance at the Statler Hotel during the entire NAB Convention to offer you their personal and confidential assistance and counsel for the sale of your station or the purchase of a radio or television property.

Consult the NAB Convention Directory for the number and location of the R. C. Crisler & Co., Inc. suite at the Statler.

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

CANCER 1958

what is the outlook?

While cancer is still one of our nation's greatest health problems, several recent developments are encouraging.

• The mortality rate from cancer among women has been declining. The total decrease is substantial in degree—no less than 15% in the last ten years alone among several million women ages 25 to 74.

• The proportion of cancer patients surviving 5 years or more after diagnosis has measurably increased. This improvement is recorded for most major sites of cancer and is especially large for certain cancers among women and for cancers of the digestive system.

Such facts indicate that still greater gains are possible. In this connection, the American Cancer Society states:

"One half of all cases of cancer could be saved with present knowledge if individuals would seek medical attention early enough, and if the latest and best means of diagnosis and treatment can be made more generally available."

So, pending a major break-through against this disease, you are the first line of defense against cancer. And here are the things you should do to make your defense as strong as possible:

1. Know cancer's seven warning signals. Should one of these signals appear, no time should be lost in seeing your doctor. In the vast majority of cases, a danger signal turns out, upon examination, to be a symptom of some other condition.

2. Have regular health examinations. According to the American Cancer Society, in 99 out of every 100 people examined, no cancer is found. People who seek examination are relieved of worry if they do not have the disease. Those who have it, and are promptly treated, have a materially better chance of cure.

Cancer's Seven Warning Signals

1. **Any sore that does not heal.**
2. **A lump or thickening in the breast or elsewhere.**
3. **Unusual bleeding or discharge.**
4. **Any change in a wart or mole.**
5. **Persistent indigestion or difficulty in swallowing.**
6. **Persistent hoarseness or cough.**
7. **Any change in normal bowel habits.**

Remember, many cancers occur in parts of the body which a general practitioner can readily examine. Should you notice changes in normal body functions between examinations, have another check-up.

3. Avoid any treatment except your doctor's. Cancer is cured only by skilled physicians using surgery, X-ray, radium and other forms of radiation. In many forms of cancer, the majority of cases can be saved when diagnosed early and properly treated.

Current research on the causes of cancer, its prevention and treatment gives even greater hope for the future. But it is still important for you to be alert to cancer's danger signals and get prompt treatment should one of them occur.

COPYRIGHT 1958—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines.

The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

WHAT'S NEW AT THE BILTMORE?

The TelePro 6000 will introduce—for the first time *anywhere*—four accessories to even further enhance the value of this fabulous rear screen projector:

1. Blue Streak Slide Changer
2. 2x2 Slide Adapter
3. Tandem Projections
4. Automatic Douzer

See these, and other TelePrompTer creations in BOOTH 5 at the Biltmore

TELEPROMPTER CORPORATION
311 W. 43rd St., New York 36, N. Y.
Where the art of Group Communications is a Science

A GUESS-HER-WEIGHT contest was conducted by Mathisson & Assoc. Inc., Milwaukee, for broadcasters from the Braves Baseball Network. Herb Lee (l) general manager of WKTY La Crosse, Wis., made the closest estimate of the weight of Miller High Life's "Girl in the Moon" and was given a Polaroid Land camera. Pictured are Jane Stekling, Jack Severson of Mathisson, and Earl Gillespie (r), sportscaster. The Milwaukee Braves are sponsored this year by Miller High Life beer, Clark Super 100 gasoline, Kent and Newport cigarettes.

KSTP-AM-TV Car Week Pays Off

KSTP-AM-TV Minneapolis' "Buy a Car Week" promotion reportedly paid off in sharply increased automobile sales in the Twin Cities.

Within a five-county metropolitan area, new car sales jumped 83% during the week-long drive March 23-30 and 102% over the pre-promotion level. In terms of unit sales, 559 automobiles were sold prior to March 23 and 1,023 during the actual drive. Customers bought 1,122 cars the following week.

KSTP-AM-TV mailed letters to 247 licensed car dealers in the area, explaining the promotion and seeking their cooperation. Display kits followed. Over a period of eight days the stations aired promotional spots, interviews, news stories, tapes, slides, films and jingles urging listeners and viewers to "Buy a car this week."

'Name This Lady' Asks Blair-Tv

Pop-up announcement of Blair-Tv's new cartoon contest, "Name This Lady," is being distributed by the representative to agency timebuyers. The contest, which closes May 7, seeks a suitable name for the cartoon character used as a symbol of the daytime housewife viewer in Blair-Tv's daytime tv sales presentation, "Purse-Suasion." Prizes are a Zodiac watch (first place); Polaroid Land camera (second) and a Speidel identification bracelet (third).

WPTR Features 'Exciting Sounds'

WPTR Albany is now using new musical call letter jingles with melodies composed by the Ipano duo of Ferrante and Teicher and sung by the Honeydreamers. Featuring "exciting sounds" and other electronic effects, the jingles were developed for WPTR by Arthur J. Daly, creator of the Campbell soup, Cresta Blanca and other commercials.

WCBS-TV Gives Broadway News

WCBS-TV New York announced plans last week for an instantaneous news sign to be located on Broadway between 44th and 45th Sts. According to Sam Cook Digges, station general manager, and Douglas Leigh, president of Douglas Leigh Inc., sign manufacturer, the sign will flash news breaks 15 to 30 minutes faster than any other news sign on Broadway. It will carry news edited in the station newsroom and transmitted immediately over leased telephone cables to an operator who will type the story on a tape and hook it into a control system.

WRCA-TV at Bat with 'Movie 4'

As a means of promoting its *Movie 4* program devoted to feature films, WRCA-TV New York last week sent each prospective advertiser of the show a major league baseball bat, bearing a note saying: "A Year of Hits on *Movie 4*. This week each advertiser will receive a major league ball with another message: "Get On The Ball With *Movie 4*."

talk to Ben Beckham

Ben will tell you how Raymer Representation delivers KSLA-TV more than 60% of all the national business in Shreveport.

then talk to Raymer

Find out how the very special Raymer Way of selling can help your station and your national spot sales.

1 United Press news produces!

Only a few

Proceedings of the IRE

special issues

are still available Each issue of *PROCEEDINGS OF THE IRE* is the result of the most advanced thinking in the field of radio-electronics. Based on exacting research, and written by men who are foremost in their specialty, these issues are invaluable works of reference. This is also material not available from any other source. As the official publication of *The Institute of Radio Engineers,* PROCEEDINGS presents the years-ahead ideas on which new advances are based. These history-making issues, originally over-printed for reserves are rapidly being exhausted and will not be reprinted.

YOU CAN STILL GET:

VERY LOW FREQUENCY, *June, 1957* — New research in the very low frequency band, below 30 kc., opens up greater portions of the radio spectrum for communication purposes. VLF has many new and important uses. A reference work you'll need for years.

SINGLE SIDEBAND, *December, 1956* — A round-up of recent technical discoveries as presented by the Joint Technical Advisory Committee through its sub committee on Single Sideband techniques. This special study for the FCC points up the many advantages of single sideband.

FERRITES, *October, 1956* — This new group of solid state materials outmodes the intermittent "pulse" system of World War II radar. The ferrites allow simultaneous sending and receiving on a single microwave antenna; as well as full-power transmission in microwave ranges with reduced power loss and interference.

SOLID STATE ELECTRONICS, *December, 1955* — This issue heralds the arrival of a new epoch in radio electronics — the solid state electronics era. Defined and named with the birth of the transistor, this concerns the control and utilization of the electric magnetic and photic properties of solids. There are now whole new classes of electronic devices due to discoveries in this field.

SCATTER PROPAGATION, *October, 1955* — Here's radio history in the making. This issue presents practical application of a new principle in the fields of broadcasting and electronics. Thirty-five papers lay the foundation of a new means of communicating over long distances.

The Institute of Radio Engineers
1 East 79th Street, New York 21, N. Y.

Please send me the following issues of PROCEEDINGS OF THE IRE:

Enclosed is my check for $ _____ *

☐ *Enclosed is Company Purchase Order*

Name _____

Company _____

Address _____

City _____ *State* _____

_____

_____

_____

*One copy at $1.25 to IRE members, domestic and foreign. $3.00 to non-members; $2.40 to public libraries, colleges and subscription agencies; postage prepaid to U. S. and Canada; 25c additional per copy to other countries.

WSLS · TV
a subliminal ad
ROANOKE, VA.
we have
WSLS · TV
the largest share
ROANOKE, VA.
of audience
WSLS · TV
by the latest
ROANOKE, VA.
ARB
WSLS · TV
Feb.-Mar. '58
ROANOKE, VA.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

KOLN-TV Progress at Breakfast

KOLN-TV Lincoln, Neb., reports that 140 local businessmen and women attended a station breakfast at the Cornhusker Hotel there. A. James Ebel, station manager, presented slides that showed the station's progress. Highlight of the early morning event was an appearance by Norman E. Cash, president, Television Bureau of Advertising, who conducted a TvB film and slide presentation.

WSFA-TV Opens 'Partyline'

A variety of do-it-yourself tips for men and recipes for women are offered on the WSFA-TV Montgomery, Ala., *Partyline* (Mon.-Fri. noon-12:30 p.m. EST). The series is sponsored by Winn-Dixie, operator of more than 400 southeast food stores. WSFA-TV's production personnel and personalities hosted W-D officials and store managers at a lunch after the opening show.

Over-Forties Parade for WGAY

A bathing beauty contest for women 40 years of age or over is being conducted by WGAY Silver Spring, Md., through May 17. The contest is run in connection with the station's top 40 programming and the weekly brochure it publishes and distributes gratis via disc shops in the District of Columbia area. Realizing that women in this age group may need coaxing to enter the contest, WGAY is making the first prize attractive to husbands—a 14-ft. motor boat and a seven-day expense-paid vacation for two at a luxury hotel in Miami Beach, Fla. Runners-up prizes include a swimming pool, a mink neckpiece and a 16-week modeling course.

CD Flooded After NBC-TV Spot

As a result of two brief announcements on the availability of "preparedness cards" by Federal Civil Defense Administrator Leo A. Hoegh on NBC-TV's *Today*, about 13 million wallet-sized editions of the cards have been ordered for distribution by local and state defense officials as well as individuals. Within a few days of the announcements, which were made March 25, CD national headquarters in Battle Creek, Mich., received several thousand individual requests. Since then, over 12.7 million cards were ordered by CD offices throughout the country, the network reported.

ARTHUR FIEDLER (c), conductor of the Boston Pops Orchestra and host-narrator of a weekly broadcast on WCRB-AM-FM Boston, gets a sound-level in the stations' new penthouse studios in the Sheraton-Plaza Hotel. With him are Theodore Jones (l), president of the stereophonic music stations, and H. deFine Nyboe, general manager of the hotel.

TvB's Role Outlined in Booklet

The role of the Television Bureau of Advertising as the industry organization set up to expand the use of tv advertising is outlined in a booklet, "A Natural Extension," which was distributed last week to TvB members as well as non-member stations. The booklet touches on five areas in which TvB operates and its function in each of these different activities. The areas include national sales, retail sales, research, sales development and promotion.

100 at Avery-Knodel Luncheons

Over 100 agency and press representatives attended a series of luncheons conducted by Avery-Knodel Inc., station representative, for KWTV (TV) Oklahoma City in Chicago last week. The "Big Nine (ch. 9)" color film presentation was shown prior to luncheon sessions at the Kingsholm Restaurant Wednesday and Thursday. Serving as host was Fred Vance, then general sales manager of KWTV [See PEOPLE].

Buying or selling?

We would like to meet and discuss this with you personally.

Convention address: Sheraton Town House, Los Angeles

PAUL H. CHAPMAN COMPANY
MEDIA BROKERS

WINS Takes Booth at Coliseum

WINS New York is currently occupying a booth at the New York Coliseum for use in taping interviews with prominent people during major shows, such as the recent International Auto Show and the upcoming World Trade Show. The booth displays information about the New York radio market and specifically about the station.

CNP Star Tours Toledo

A personal appearance in Toledo of Jeff Morrow, star of California National Productions' *Union Pacific* tv series, was tied-in April 9-10 with the 75th anniversary celebration of The Kroger Co. (food chain), sponsor of *Union* there. Mr. Morrow toured the Kroger stores and was guested at a special luncheon and interviewed on WSPD-TV Toledo. The tv star was guest of honor at a dinner with Kroger personnel and appeared on-the-air the night *Union* was shown.

CFPL-TV Staffer Wins Contest

Warren Blahout, promotion manager of CFPL-TV London, Ont., was winner of the slogan contest conducted by the Canadian Television Representatives Assn., for a slogan for Canadian Television Week, to be held in September. Blahout's slogan "Television . . . Your Window on the World" was chosen from 150 entries. Plans for Canadian Television Week are now being formulated under chairmanship of Reo Thomson, tv manager of All-Canada Radio & Television Ltd., Toronto. Participating in the week's activities are the Radio-Electronics-Television Manufacturers Assn. of Canada, Canadian Assn. of Radio & Television Broadcasters, Canadian Broadcasting Corp., and independently-owned Canadian tv stations. Special program for the week for French-language stations is under chairmanship of Tom Burham, general manager of CKRS-TV Jonquiere, Que.

PLAYOFF PAYOFF

If you can't deliver a program to a client, then bring the client to the program. This is how KTVH (TV) Wichita, Kan., when it was denied tv rights to the college basketball finals at Louisville, Ky., turned a bad break into a ball. After telecasting Kansas State College games leading up to the Louisville finals, KTVH found it was barred from the playoffs by National Collegiate Athletic Assn. rules. The station decided its clients would at least get to see the game and see it on television. The result was a KTVH rooting party attended by 80 clients, taken by chartered bus to Emporia. There KTVH had refreshments ready and sets tuned to WIBW-TV, which as the Kansas area "home station" was allowed to telecast the game.

SPECIFY

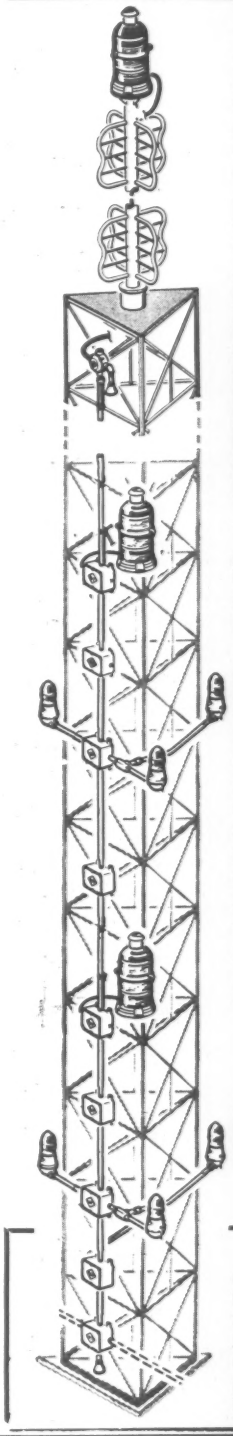
"Hughey & Phillips"

the most advanced and reliable

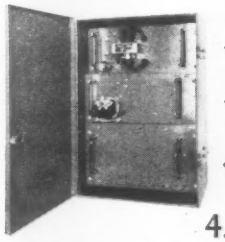
TOWER LIGHTING CONTROLS

with

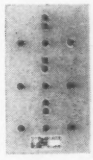
REMOTE LAMP FAILURE INDICATOR PANEL!



Hughey & Phillips, Inc., pioneers and specialists in the tower lighting field, is in a position to engineer and furnish—through your Equipment or Tower supplier—complete lighting kits which will economically and dependably meet any specialized customer requirements. Kits incorporating facilities for sleet melting circuits, emergency telephone and work circuit outlets can be provided.



1. Photo-Electric Panel. Automatically turns tower lights ON and OFF at predetermined illumination levels as specified by FCC.



2. Beacon Flasher Panel. Automatically flashes beacon lamps . . . at a flashing rate, and ON and OFF intervals in accordance with FCC and CAA requirements.

3. Lamp Monitor Panel. Automatically provides signal voltages to the Remote Lamp Failure Indicator Panel for each lighted tower lamp. Failure of any tower lamp will extinguish the corresponding indicator lamp on the panel.

4. Remote Lamp Failure Indicator Panel. Neon indicating lamps on the Panel, located in or near the control desk automatically provide continuous, POSITIVE monitoring to tower lamps conditions.

Visit our Display—Room 2216-2217
Biltmore

HUGHEY & PHILLIPS, Inc.

3200 N. SAN FERNANDO BLVD.
BURBANK, CALIF.

Manufacturers of

300 MM Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Special Junction Boxes, Microwave Tower Light Control & Alarm Systems, Remote Lamp Failure Indicator Systems, and Complete Kits for: Tower Lighting, Sleet Melter Power & Control.

a hit and a spectacular near-miss

in Washington, D. C.

wmal-tv abc

is the top station from noon to 10 p.m. Monday through Friday . . . without a hint of loading ratings

we would have been in first place during the times when all four stations were competing except for two "one-time spectaculars."

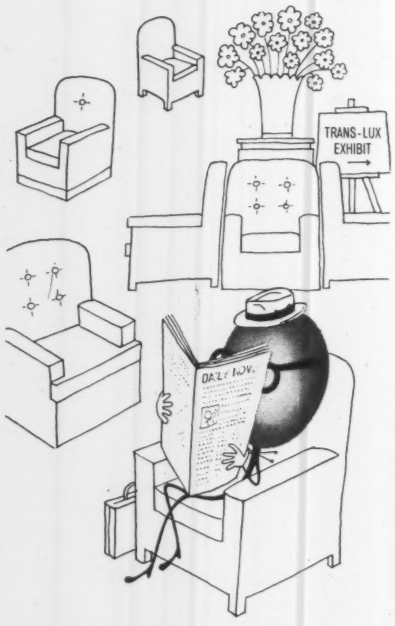
SHARE OF AUDIENCE

	noon to 10 p.m. Monday-Friday	when all 4 stations compete Sunday-Saturday
WMAL-TV	33.0%	29.8%
Station 2	31.1%	31.8%
Station 3	23.5%	27.1%
Station 4	11.7%	11.3%

ARB/March 8-14, 1958

represented by H-R Television, Inc.

ALMOST ALL of Television's leading **EGGHEADS** are at the Trans-Lux exhibit Room 2362



NAB CONVENTION, BILTMORE HOTEL, L.A.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Frank G. Moreland, head of Blair Tv's L. A. office, to Killingsworth & Assoc. as partner. Agency has changed its name to Killingsworth-Moreland Adv. and occupies tower at 3723 Wilshire Blvd.

Donald E. Jones, ► marketing and research director, MacManus, John & Adams, Bloomfield Hills, Mich., to vice president and co-chairman of agency's new business committee.

Arkady Leokum, vice president and creative director, Grey Adv., N. Y., who joined in 1954, will retire from advertising Dec. 31, 1958, but will continue as special consultant to Grey until Dec. 31, 1961.

Gilbert Lea, advertising manager of *McCall's* magazine, to Ogilvy, Benson & Mather, N. Y., as vice president and assistant to president, effective May 1.

Robert B. England, formerly manager of S. F. office for Grant Adv., to Fuller & Smith & Ross, that city, executive staff as senior account executive.

James A. Van Burgh, J. W. Raymond Inc., and **Frederick C. Delahay,** BBDO account executive, join McCann-Erickson as account executive and assistant media director, respectively.

Alva C. Cuddeback, account executive BBDO, N. Y., to Benton & Bowles, that city, as account executive on General Foods coffee group.

Donald A. Wells, vice president of Leo Burnett Co., Chicago, and **Robert I. Angelus,** also with Burnett, join Colgate-Palmolive Co., household products division, as general products manager and product manager, respectively. Mr. Angelus will be responsible for advertising and merchandising of Vel powder, Super Suds and Kan-Kil.

Richard Czaia, lithography production manager for Jensen Printing, to Bozell & Jacobs, Minneapolis, as production manager.

James Andrews, marketing director of Cunningham & Walsh, L. A., to Honig-Cooper & Miner Co., that city, in similar capacity.

Lee Currlin, assistant media director, Benton & Bowles, N. Y., to associate media director on Procter & Gamble account.

Don Merkel, formerly senior copywriter at McCann-Erickson, Chicago, to J. Walter Thompson, that city, as copywriter.

Eleanor Herzog, formerly with Keyes, Madden & Jones and Marshall Field Co., joins John W. Shaw Adv., Chicago, as copywriter.

Martha S. Gehring, formerly timebuyer, Al Paul Lefton Co., Philadelphia, to N. W. Ayer & Son, that city, media selection staff.

Jerome B. Gray, senior partner of Gray & Rogers, Philadelphia and Newark, N. J., elected president of Merion Golf Club, Ardmore, Pa.

Herb Haft, publicity staff, Grey Adv., N. Y., named to handle trade publicity for Adv. Assn. of Men & Women.

FILM

William E. Harder, supervising editor, Fred A. Niles Productions, Chicago-Hollywood, promoted to production manager. He succeeds **Thomas R. Ryan,** resigned.

Peter W. Geiger, presently head of Bank of America's N. Y. motion picture and tv department, will move to L. A. headquarters staff effective May 1. Mr. Geiger previously had been foreign sales executive with RKO Radio Pictures.

Joseph Friedman, assistant director of field exploitation for Warner Bros. pictures, has been appointed exploitation manager of Paramount pictures. **David Judson,** with Paramount exploitation department since 1950, will serve as Mr. Friedman's assistant.

Robert Lang, assistant to radio-tv director, BBDO, S. F., to National Telefilm Assoc., that city, as account executive.

NETWORKS

David W. Tebet, manager, special programs, NBC-TV network programs, has been ap-

BROADCASTER'S FIRST CHOICE

GATES

Leader in Creative Engineering

pointed general program executive. He will handle special program assignments in addition to his present talent and casting responsibilities.

Robert Milford, associate production manager, CBS-TV program department, has been appointed to newly-created post of general manager for department.

James Fargas appointed composer and conductor of NBC-TV's *Wide Wide World* (alternate Sun. 4-5:30 p.m.), succeeding late **David Broekman.** Mr. Fargas previously served as assistant to Mr. Broekman.

STATIONS

John A. Zehntbauer, chairman of board, Janzten Inc., named chairman of board of directors for Fisher Broadcasting Co., applicant before FCC to operate tv station on ch. 2 in Portland, Ore.

Joseph (Dody) Sinclair, station manager of WJAR-TV Providence, R. I., elected to executive committee of Outlet Co. (WJAR-AM-TV). He first was elected to company's board of directors in 1955.

◄ **James C. Dowell,** director of operations and public relations, Public Radio Corp. and KAKC Tulsa, named vice president-general manager of KIOA Des Moines, Iowa.

Pat Burke, manager of KBMI Las Vegas, Nev., has been elected vice president and director of station.

Les Seiffer, account executive and sales manager in Las Vegas, joins KRBO that city as general manager and sales executive.

Fred L. Vance, sales ► manager, KWTV (TV) Oklahoma City, Okla., joins KVOA-TV Tucson, Ariz., as station manager.

◄ **Eugene P. Corrigan, Jr.,** formerly account supervisor at WTMA and WCSC-TV Charleston, S. C., to WTAL Tallahassee, Fla., as manager.

E. James McEnaney Jr., sales staff, WJAR Providence, R. I., joins WHIM that city as sales manager.

Don Chase named sales manager of KBAB San Diego and **Richard Thompson** appointed operations director. **Bob West,** KJAY Topeka, Kan., joins KBAB announcing staff.

Jack DeLier, national ► sales manager, KWTV (TV) Oklahoma City, Okla., named sales manager. He joined station in 1953.

Charles Burton promoted to sales manager and station manager of KWRW Guthrie, Okla., and **Dick Carroll** named program director.

Al Shore, account ex- ► ecutive, KVTV (TV) Sioux City, Iowa, named local sales manager. **Lib Lay,** formerly with KHQA-TV Quincy, Ill., joins KVTV sales staff.

Dale Larsen, program director of KTVH Hutchinson (Wichita), Kan., appointed assistant general manager, directing activities of programming, production, promotion, personnel and sales departments. **Bob Snyder** promoted from production supervisor to program director, with **Kindley Cox** succeeding him in former post. **Ollie Henry,** formerly with KAKE-TV Wichita, to KTVH (TV) as staff announcer and performer.

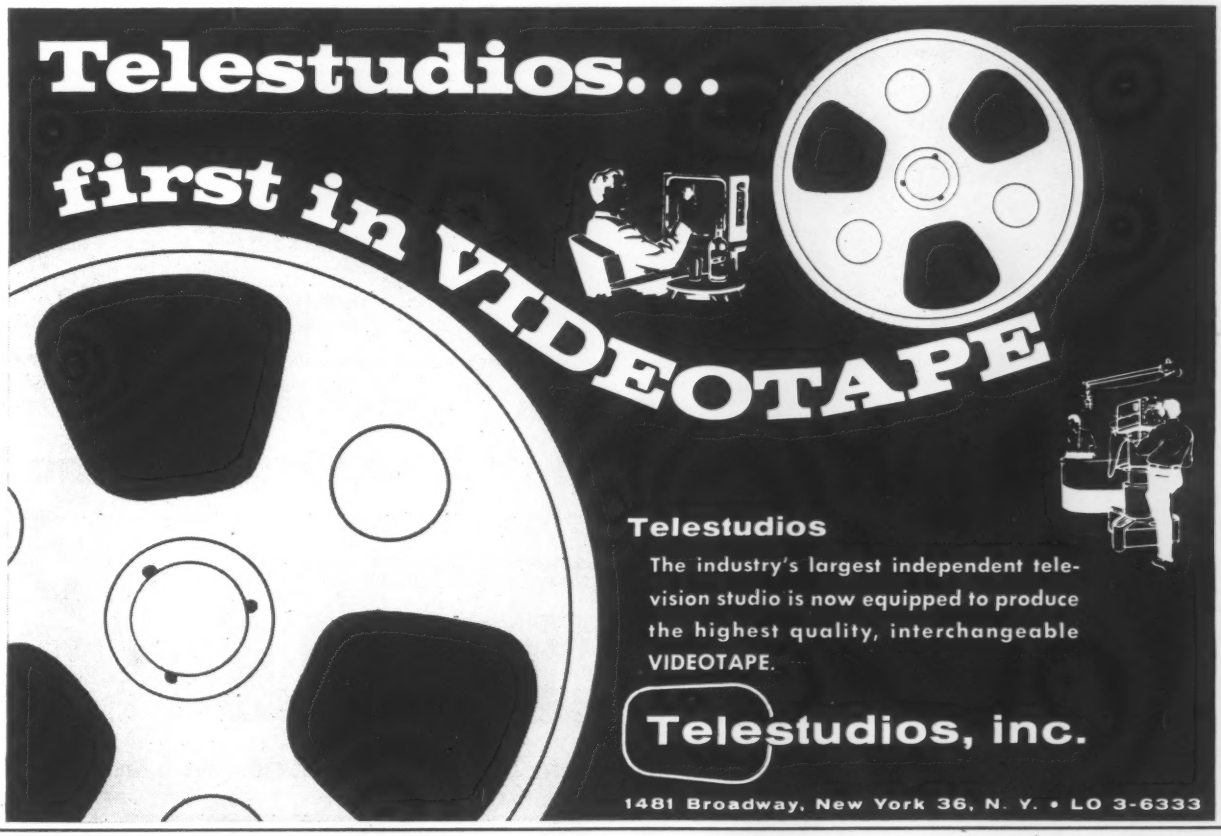
Walter F. Getze, studio supervisor, KCOP (TV) Los Angeles, named engineer-in-charge of studio operations.

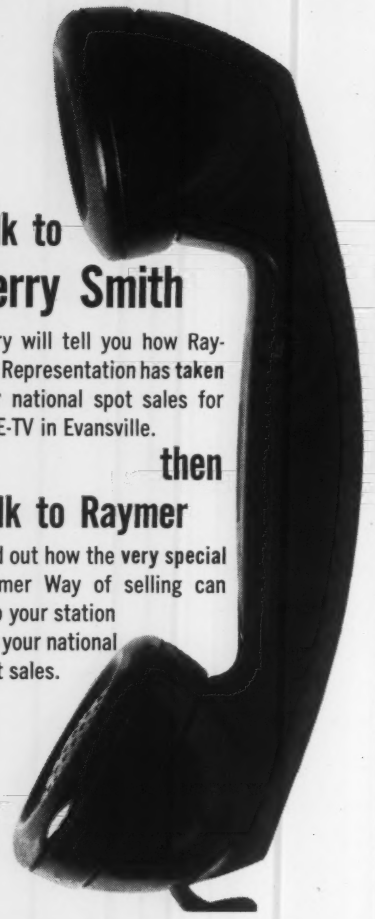
Lawrence Wynn, formerly sales manager for ABC and DuMont Broadcasting Co., to Concert Network Inc., N. Y., as management consultant. Mr. Wynn will headquarter at WNCN-FM New York.

Edwin A. Roberts, art director, Williams & London Adv., Newark, N. J., joins Washington Post Broadcast Div. as advertising director.

William Cosmas, member of NBC Chicago guide staff, to WNBQ (TV) that city as director of operations department.

Alan Q. Allen, since 1956 with CBS Holly-


Telestudios...
first in VIDEOTAPE
Telestudios
The industry's largest independent television studio is now equipped to produce the highest quality, interchangeable VIDEOTAPE.
Telestudios, inc.
1481 Broadway, New York 36, N. Y. • LO 3-6333



talk to
Berry Smith

Berry will tell you how Raymer Representation has taken over national spot sales for WFIE-TV in Evansville.

then
talk to Raymer

Find out how the very special Raymer Way of selling can help your station and your national spot sales.

CCA 52-WEEK PROMOTION ON KJBS

Stanley G. Breyer, Manager of KJBS, San Francisco, writes, "The satisfaction, financial and otherwise, of providing advertisers with proof-of-purchase is payment in full for the time and effort involved in CCA."

MR. BREYER

In his letter to Cal Perley, Western Sales Manager of CCA, Mr. Breyer adds, "In a time of 'recessed activity', CCA is of even greater value. We have just completed our first cycle and every product advertiser has renewed for our second campaign. It's a great station-promoter, too!"

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

NAB HOSPITALITY SUITE STATLER HOTEL

ELECTED to offices on the Mutual Affiliates Advisory Committee at the 14-member group's last meeting [AT DEADLINE, March 31] were (l to r) Mike Layman, president of WSFC Somerset, Ky., secretary of the affiliates committee; Carter C. Peterson, president of WCCP, Savannah, Ga., vice chairman; Victor C. Diehm, president of WAZL Hazleton, Pa., chairman, and George C. Hatch, president of KALL Salt Lake City and board chairman of the Intermountain Network, chairman of the affiliate subcommittee on resolutions.

wood, as writer of radio publicity and television on-air promotion, to KFMB San Diego, Calif., as head of production writing.

Jerry Wichser, WFIE-TV Evansville, Ind., news photographer, named news director, succeeding **Mac McFarlin,** resigned.

Cecil Webb Jr., radio-tv director of Reinhardt Adv. Inc., S. F., joins KRON-TV, that city, as sales promotion and merchandising director. He succeeds **Richard Block,** now general manager of KHVH-AM-TV Honolulu [PEOPLE, April 14].

John M. Havey, formerly national director of radio and tv for American Legion, named promotion director of Guy Gannett Broadcasting Services.

Mel Grossman, announcer, WBNS Columbus, Ohio, promoted to merchandising director of WBNS-TV.

Daniel J. Hereford, timebuyer, Gardner Adv., St. Louis, joins WIL that city as account executive and **Allene Biggs,** formerly with KRUX Phoenix, joins WIL as administrative assistant.

Richard Gilmartin, sales service supervisor for WTTG (TV) Washington, named account executive and **Willis H. Johnson,** formerly with Associated Aerial Survey Co., that city, succeeds him as sales service supervisor. **Richard O'Connor,** directing staff of WMAL-TV Washington, joins WTTG in similar capacity and **Bill Johnson,** formerly with WEAM Arlington, Va., becomes WTTG announcer.

Carl H. Flickinger, formerly sales representative for Cincinnati (Ohio) and Suburban Bell Telephone Co., to WZIP Cincinnati as account executive.

Edward W. Hearn, station manager of WTOW Towson, joins WFBR Baltimore, both Maryland, as account executive.

Jay Jostyn, Mr. D. A. on radio for 14 years, is now judge in new *Night Court* series on KTLA (TV) Los Angeles.

Earl McDaniel, d. j. at KLAC Los Angeles, to KDAY Santa Monica, Calif., in similar capacity.

Dick Haynes, d. j. at KLAC Los Angeles, joins KXLA Pasadena, Calif., June 1.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Richard T. Basten, formerly with WFRV-TV Green Bay and WCUB Manitowoc, both Wisconsin, joins WSPT Stevens Point, Wis., as d. j.

Mike Laurence, formerly with WITH Baltimore, Md., to WPIK Alexandria, Va., as m.c. of morning show.

Keith Pettack, news department, WOKY Milwaukee, to WRIT that city as announcer.

Kirk Zumwalt, western sales manager for G. M. Gianinni Co. and other electronics firms, has joined KDAY Santa Monica, Calif., sales staff.

Richard M. Pack, vice president-programming, Westinghouse Broadcasting Co., named chairman of Summer Workshop in Television and Radio of New York U.'s division of general education. Workshop will run for six weeks from June 23 to Aug. 1.

J. Leonard Reinsch, executive director of Cox Stations and television-radio consultant to Democratic National Committee, appointed to committee which will pick site for 1960 Democratic national convention.

Ann Susan Bernstein, 25, former researcher-reporter, WRCA-AM-TV New York's *Tex and Jinx* programs, and *Collier's* magazine, died April 10 at her home in N. Y. after brief illness.

Thomas Theodore Chapeau, 46, WZOK Jacksonville, Fla., died April 13. He had been suffering from acute leukemia.

REPRESENTATIVES

Charles E. Compton, formerly account executive, Caples Co., Chicago, to Meeker, Co., that city, as manager of sales development, and **Robert Manning,** formerly with sales staff of Crosley Broadcasting Co., joins Meeker as salesman.

John P. Barry, formerly eastern sales manager Major Market Representatives, N. Y., to am radio sales, that city, as sales executive.

Ralph P. McCasky Jr., salesman, Burke-Stuart Co. (now McGavren-Quinn Corp.), to Chicago office, Adam Young. Also new to Young: **David E. Cassidy,** from L. A. office, John E. Pearson Co., to Young's L. A. office.

David A. Grimm, salesman, ABC, to Edward Petry & Co., N. Y., tv division.

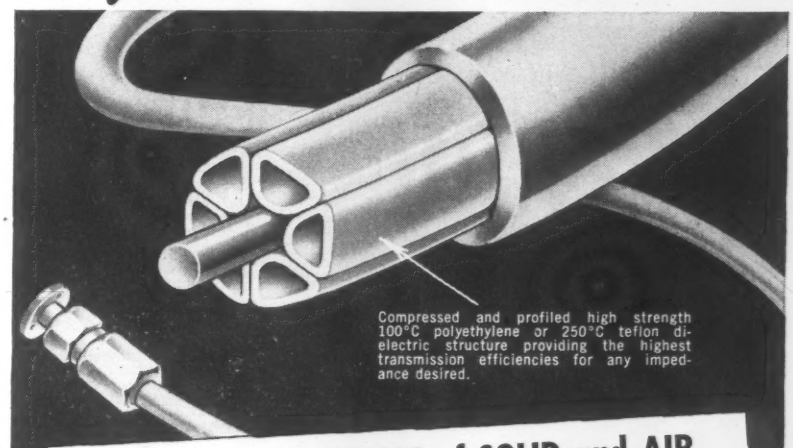
MANUFACTURING

Benjamin B. Bauer, formerly chief engineer and vice president of Shure Bros. Inc., Chicago, to CBS Labs as vice president. Mr. Bauer will be in charge of acoustics and magnetics department of Labs. Labs have been reorganized into three major departments: department of reconnaissance and electronics systems, headed by **Joseph Bambara,** vice president; department of acoustics and magnetics, headed by Mr. Bauer, and department of physics, headed by **John W. Christenson,** vice president.

NEW All-American!

Spir-O-line®

SEMI-FLEXIBLE ALUMINUM TRANSMISSION LINE


Compressed and profiled high strength 100°C polyethylene or 250°C teflon dielectric structure providing the highest transmission efficiencies for any impedance desired.

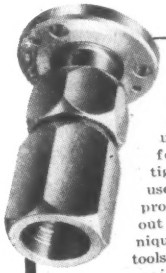
UNIQUE! ADVANTAGES of SOLID and AIR DIELECTRIC LINE COMBINED by Prodelin

in revolutionary All-Aluminum Cable and Connector

*Spir-O-line** — Prodelin's latest contribution to air-dielectric transmission — combines the low loss of air dielectric with the high power of solid dielectric lines by using dielectric tubes compressed and profiled into a symmetrical supporting structure. *Spir-O-line* is available in continuous lengths up to 1000' with reliably low VSWR and 50, 70, 75 ohm, and other impedances; the 50 ohm line usable up to these cut-off frequencies: ⅜" - 15.0 Kmc; ½" - 10.0 Kmc; ⅞" - 5.0 Kmc; 1⅝" - 2.8 Kmc; 3⅛" - 1.5 Kmc. The normally non-corroding aluminum-alloy outer conductor is available with a non-contaminating polyethylene jacket for caustic environments.

FEATURES

- No special techniques or tools required to make up cable-connector assembly
- No metallic welds or dielectric splices are used regardless of cable length
- Continuous high-conductivity aluminum sheath assures maximum pressure tightness and weather protection
- Uniform straight lay tubular support throughout keeps inner conductor smoothly centered on bends
- Pressure-tight and high tensile cable-connector assembly can be made with only hand-tightening
- Dielectric structure makes continuous and intimate line contact with both conductors without spiraling — yielding best broadband performance, highest power handling capacity, lowest attenuations, and VSWR smoothness
- Both cable and connector available for —90°C to +250°C operation
- Terminates in standard EIA (RETMA) dimensions



PLUS

Spir-O-line Connector

Amazing Prodelin development! Adequately pressure-tight for lab use when hand-tightened . . . ready for field service when wrench-tightened. Specifically designed for use with soft aluminum tubing to provide highest tensile strengths without tube distortion. No special techniques, bulky fixtures, or non-standard tools required. *May be used again and again without redressing tubing or replacing connector parts!* Saves time and money! RETMA dimensioned.

Specify Spir-O-line HI-TEMP with Teflon for 250°C operation

ANTENNAS and TRANSMISSION LINES
Prodelin Inc
KEARNY, NEW JERSEY, U.S.A.

Reconsider your cable requirements now and ask how Spir-O-line can provide new life with added economies in your service! WRITE FOR TECHNICAL BULLETIN TODAY

DEPT. B-4, 307 BERGEN AVE., KEARNY, N.J.

*PATENTS PENDING

See us at the NAB Show Apr. 26 - May 1
Room 2234, Hotel Biltmore, Los Angeles, California

STRICTLY COMMERCIAL ... that's STANDARD!

—and that's the Brand-New "DO-IT-YOURSELF"

Musi-que Spot Library

1600 musical cues for openers, closers, backgrounds, musical effects, music for jingles, and attention getters for your own ID'S, weather, time, etc., all instrumental. Leased at sensible rates.

and don't forget the other STANDARD "STRICTLY COMMERCIAL" Services

JINGLES and COMMERCIAL AIDS

Clev-er! Original! About 400 jingles and production gimmicks in 25 business categories for local selling. We lease 'em very reasonably, or sell 'em outright in our MONEY-MAKER PACKAGE combined with 100 Super Sound Effects.

SUPER SOUND EFFECTS

Largest and finest collection of authentic effects, recorded from life! Countless uses; priced low—by the disc or the entire Library.

LAWRENCE WELK LIBRARY

The best of Welk—212 selections, plus Welk voice tracks, themes, program formats. No contract obligations—just take it month-to-month.

STANDARD'S "STANDARDS"

Top talents performing the great all-time musical favorites; your choice by categories (band music, western, sacred, etc.) or by talent groups. Buy outright—a lot or a little – from over 5,000 selections.

Visit us in ROOM 2361 at the BILTMORE in LOS ANGELES during the NAB Convention

STANDARD

RADIO TRANSCRIPTION SERVICES, INC.
CHICAGO: 360 N. Michigan Ave.

PEOPLE CONTINUED

Aurel G. Petrasek, formerly manager, merchandising, market planning-kinescopes, RCA electron tube division, N. Y., appointed manager, market planning-receiving tubes in that division.

William Glasgow Thompson, with Bell Telephone System for 43 years, plans to retire May 31. Mr. Thompson is presently assistant vice president of American Telephone & Telegraph. He was instrumental in working out plans for program broadcasting service that made network radio possible, AT&T reported.

Ed Aleks, with 12 years experience in radio and electronics sales, to Ampex Corp. professional products division as video sales representative for southern California.

PROFESSIONAL SERVICES

Kenneth Carter, formerly director of public relations for Skiatron Tv Inc., to Cleary-Strauss & Irwin, L. A. public relations firm, as vice president. Skiatron's public relations reportedly will be handled by CSI with Mr. Carter as account executive.

Charles Handel, publicity department, Paramount Pictures Inc., to David O. Alber Assoc., N. Y., as account executive.

PROGRAM SERVICES

Robert E. Richer, formerly account executive with Adam Young Inc., to Bill Grauer Productions, N. Y., as merchandising manager. Mr. Richer will supervise sales of Riverside and Judson records, two lines released by company.

Carl Haverlin, president, Broadcast Music Inc., elected professional life honorary member of Phi Mu Alpha Sinfonia of America, music fraternity.

TRADE ASSNS.

Kenneth D. Wright, director of broadcasting for U. of Tennessee, named executive secretary of Tennessee Assn. of Broadcasters.

EDUCATION

Capt. Roland A. Reuther, U.S.N., retired, named assistant to vice president of Cleveland Institute of Radio Electronics. He formerly was associated with institute's west coast sales operations. He will headquarter in Cleveland where he will be in charge of field personnel and supervise development of new marketing and product areas for school.

Dr. Keith M. Engar, who served as National Assn. of Educational Broadcasters Fullbright research scholar in France during 1956-57 and has been in broadcasting since 1939, named station manager of KUED (TV), U. of Utah station in Salt Lake City. He succeeds **C. Richard Evans,** who is devoting his time to private electronics business, but remains with KUED as consultant. **Elizabeth Lewis** joins KUED to coordinate information activities of station while acting as secretary in production office.

Station Authorizations, Applications

As Compiled by BROADCASTING

April 17 through April 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Am Stations

APPLICATIONS

Clewiston, Fla.—Sugarland Bcstg. Co. 1050 kc, 250 w D. P. O. address Box 1027, Arcadia, Fla. Estimated construction cost $17,265, first year operating cost $15,500, revenue $22,000. **Francis Denmead,** sole owner, is motelman. Announced April 17.

Farmington, Me.—Franklin Bcstg. Corp. 1380 kc, 1 kw D. P. O. address WKTQ South Paris, Me. Estimated construction cost $25,550, first year operating cost $30,000, revenue $40,000. Owners are **Country Inc.,** real estate firm (50%) and **Elden Shute Jr.** and **Gerald Higgins** (each 17.14%). Messrs. Shute and Higgins own **WKTQ** (48.8% and 51.1%, respectively). Announced April 22.

Poplar Bluff, Mo.—Don M. Lidenton 1340 kc, 250 w, unl. P. O. address 701 Popular St., Poplar Bluff. Estimated construction cost $7,030, first year operating cost $30,000, revenue $40,000. Sole owner **Lidenton** is in tv-radio sales and service. Announced April 22.

Hudson Falls, N. Y.—Kenneth Freebern 1350 kc, 1 kw D. P. O. address 79 Maple St., Hudson Falls, N. Y. Estimated construction cost $16,732, first year operating cost $62,400, revenue $78,000. **Mr. Freebern,** sole owner, is president, director and 20% stockholder of **WSPN Saratoga Springs, N. Y.** Announced April 23.

Existing Am Stations

APPLICATION

KSRV Ontario, Ore.—CP to increase daytime power from 1 kw to 5 kw and install new trans. Announced April 23.

New Fm Stations

APPLICATIONS

San Fernando, Calif.—San Fernando Bcstg. Co. 106.3 mc 1 kw unl. P. O. address 4433 Berganio Drive, Encino, Calif. Estimated construction cost $23,140, first year operating cost $38,000, revenue $42,000. Owners are **Maurice Gresham** and **Joseph Arnoff** (each 50%). Mr. Gresham is western division sales manager, **MGM-TV;** Mr. Arnoff is in real estate, finance, etc. Announced April 23.

Hartford, Conn.—General Bcstg. Inc. 93.7 mc, 7 kw unl. P. O. address One South Main St. West Hartford. First year operating cost $22,800, revenue $24,000. Owners are **Maxwell Gubin** (34%), **Samuel Gubin** (33%) and **Robert Goldenhill** (33%). Maxwell Gubin is in hi-fi sales and service; his brother, Samuel, is with United Aircraft. Mr. Goldenhill is Sun Chemical Co. employe. Announced April 22.

Omaha, Neb.—KFAB Bcstg. Co. 99.9 mc 8.2 kw unl. P. O. address 5010 Underwood Ave., Omaha. Estimated construction cost $19,057, first year operating cost $1,200, revenue $2,500. Applicant, which is licensee of **KFAB Omaha,** is owned by **Journal Star Printing Co.** and **May Bcstg. Co.** (each 48.86%) and others. May Bcstg. is licensee of **KMA Shenandoah, Iowa** and **KMTV (TV) Omaha. Central Bcstg. Co.** (25% owner of May Bcstg.) is licensee of **WHO-AM-FM-TV Des Moines** and **WOC-TV Davenport,** both **Iowa.** Announced April 17.

Philadelphia, Pa.—WJMJ Bcstg. Corp. 104.5 mc 20 kw unl. P. O. address 2043 Locust St., Philadelphia. Estimated construction cost $24,145, first year operating cost $12,000, revenue to be included with am station. Applicant, licensee of **WJMJ Philadelphia,** is owned by **Patrick Stanton** (60%) and **James Duffy Jr.** (40%). Mr. Stanton manages WJMJ; Mr. Duffy is manufacturer, etc. Announced April 23.

Existing Fm Stations

APPLICATION

WCHA-FM Chambersburg, Pa.—CP to change frequency from 95.9 mc, ch. 240 to 95.1 mc, ch. 236; install new trans., GE Type BT-2B; increase ERP from 700 w to 2.8 kw, with ant. hgt. above average terrain of 238 feet. Announced April 23.

Ownership Changes

APPLICATIONS

KRUX Glendale, Ariz.—Seeks assignment of license from **Bartell Bcstrs. Inc.** to **Don G.** and **Otilie Owsley** (each 50%) for $200,000. Mr. and Mrs. Owsley have been in real estate. Announced April 17.

KFPW Fort Smith, Ark.—Seeks assignment of license from **Tulsa Bcstg. Co.** to **George T. Hernreich** for $75,000. Until March 15, 1958, Mr. Hernreich owned 50% of **KNAC-TV Fort Smith.** Announced April 17.

KHBM Monticello, Ark.—Seeks assignment of license from **James A. West Jr., Elgie Risinger, Delvin White** and **J. A. West Sr.,** d/b as **College Bcstg. Co.** to **James Randolph Baker** tr/as **Baker Bcstg. Co.** for $22,500. New owner Baker is realtor. Announced April 23.

KWBR Oakland, Calif.—Seeks transfer of negative control of licensee corporation (**Warner Brothers**) from **E. N. Warner,** as administrator of estate of **S. W. Warner,** deceased, to **First Western Bank and Trust Co.** as trustee. Announced April 17.

KSJO San Jose, Calif.—Seeks assignment of license from **Patrick Peabody** to **Santa Clara Bcstg. Co.** Corporate change. No control change. Announced April 23.

WFOM Marietta, Ga.—Seeks assignment of license from **Fred Wilson** and **Albert Jones** d/b as **Radio Station WFOM,** to **Woofum Inc.** for $95,000. Mr. Jones is to be sole owner. Announced April 17.

WJEM Valdosta, Ga.—Seeks assignment of license from **J. E. Massey Sr., J. E. Massey Jr., L. C. McCall** and **Betty Jo McCall,** d/b as **Lowndes County Bcstrs.** to **J. E. Massey Jr., Sue Nelson**

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

THE INDUSTRY'S LARGEST*

NATIONAL MEDIA BROKERAGE FIRM

presents these outstanding investments

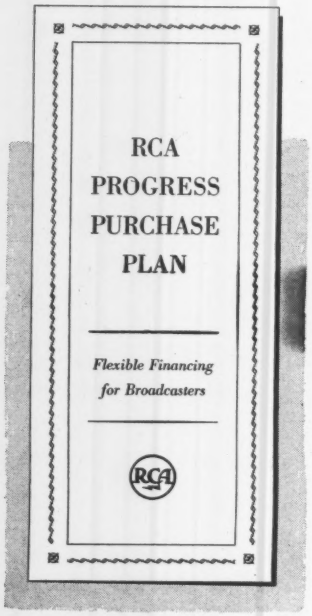
EASTERN	CENTRAL	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW YORK INDEPENDENT	INDIANA DAYTIMER	FULLTIME REGIONAL	ARKANSAS DAYTIMER	EAST TEXAS INDEPENDENT	ROCKY MOUNTAIN
$125,000	$80,000	$650,000	$85,000	$35,000	$95,000
Exclusive market. Diversified industry and agriculture. Presently showing a profit and will do much better.	Single station in county. Profitable operation realistically priced. Ideal for owner-operator. ½ down.	#1 station in metropolitan market. $100,000 in cash and accounts receivable to go along with deal.	1 kw. Single station market. Good frequency. Netting over $20,000 per year.	Daytime 500-watter in a very fine market. New station that has made very good progress. Good terms.	Fulltime 500 w. independent in single station market. Last year's gross plus real estate exceeds asking price. 29% down.

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Washington, D. C.	Cleveland	Chicago	Atlanta	Dallas	San Francisco
1737 DeSales St., N. W.	2414 Terminal Tower	Tribune Tower	1515 Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	TO 1-6727	DE 7-2754	JA 3-3431	RI 8-1175	EX 2-5671

• Largest radio-television sales volume in our field.

Planning a Radio Station?



Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

FOR ADDITIONAL INFORMATION WRITE TO RCA, DEPARTMENT ED-22, BUILDING 15-1, CAMDEN, N. J.

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

Massey and **J. C. Johnson**, d/b as **Lowndes County Bcstg. Co.** Purchase price: $75,000. New ownership: Mr. and Mrs. Massey, 40% each, Mr. Johnson, 20%. Announced April 23.

WTWO (TV) Bangor, Me.—Seeks assignment of license from **Murray Carpenter and Assoc.** to **WLBZ Television Inc.** for $600,000. WLBZ Television is owned by **Maine Broadcasting Co.**, licensee of WLBZ Bangor, Me. Announced April 23.

KXLW Clayton, Mo.—Seeks acquisition of positive control of licensee corporation (**St. Louis County Bcstg. Co.**) by **Richard Miller** through purchase of 50 shares from **George Eng.** for $500. Ownership after transaction: Mr. Miller, 55%, Mr. Eng, 45%. Announced April 17.

KWK St. Louis, Mo.—Seeks assignment of license from **KWK Inc.** to **KWK Radio Inc.** for $1,025,000. New ownership: **Milwaukee Bcstg. Co.**, licensee of **WEMP Milwaukee**, 74.63%, and **Robert Convey**, director of **Wired Music Inc.**, 25.37%. Announced April 23.

KGEZ-TV Kalispell, Mont.—Seeks transfer of control in licensee corporation (**KGEZ-TV Inc.**) from **KGEZ Inc.** to **Frank Reardon.** Corporate change. No control change. Announced April 23.

WCMA Corinth, Miss.—Seeks acquisition of positive control of licensee corporation (**Corinth Bcstg. Co. Inc.**) by **Aaron Robinson** through purchase of 100 shares from **Cecil Murdock** for $6,000. Mr. Robinson will increase his ownership from 45.84 to 54.17%. Announced April 17.

WELM Elmira, N. Y.—Seeks acquisition of positive control of licensee corporation (**Radio Elmira Inc.**) by **John S. Riggs** through purchase of stock from **Edwin D. Lonie** for $5,000. Announced April 23.

KDOV Medford, Ore.—Seeks assignment of cp from **K. C. Laurance** to **Medford Bcstrs. Inc.** Corporate change. No control change. Announced April 23.

KNEL Brady, Tex.—Seeks assignment of license from **Ruth Burns** to **Gene M. Burns**, her son, for $17,500. Mr. Burns is station's manager. Announced April 23.

KIRT Mission, Tex.—Seeks acquisition of negative control of licensee corporation (**KIRT Inc.**) by **Ray Jensey** (50%) and **L. O. Austin** (50%) through purchase of 49% from **Robert Pool III** and **B. F. Pool Jr.** for $32,700. Announced April 23.

KLTV (TV) Tyler, Tex.—Seeks assignment of license to: **Lucille Ross Buford, Marshall Pengra** and **Lucille Ross Buford**, guardian of the separate estate of **Robert Paschal Buford, Geoffrey Ross Buford** and **Gerald Barber Buford** for $100,000 to the estate of **Gerald Hall Lansing**, deceased. Announced April 23.

KZEE Weatherford, Tex.—Seeks assignment of license from **G-M Bcstg. Co.** to **Horace Boren** for $75,000. New owner Boren is Braniff Airways promotion man. Announced April 23.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner **Basil P. Cooper** issued initial decision looking toward granting application of **Hall Bcstg. Co. Inc.**, for new Class B fm station to operate on 102.7 mc in **Los Angeles, Calif.** Announced April 21.

Hearing Examiner **J. D. Bond** issued an initial decision looking toward grant of application of **H. A. Felder** and **W. C. Woodall Jr.** d/b as **RADIO BLAKELY** for permit to construct new am broadcast station to operate on 1260 kc, 1 kw D, at **Blakely, Ga.** Announced April 17.

OTHER ACTIONS

Commission on April 23 directed preparation of document looking toward granting application of **Western Nebraska Television Inc.**, for new tv station to operate on ch. 13 in **Alliance, Neb.** Initial decision of Mar. 26 looked toward this action.

By memorandum opinion and order of April 23, Commission denied petition by **Radio Station KRMD and Southland Television Co.** (losing applicants in **Shreveport, La.**, ch. 12 comparative proceeding) for reconsideration and rehearing with respect to Commission's June 27, 1957, memorandum opinion and order which affirmed May 19, 1955, grant of application of **Shreveport Television Co.** for new tv station (**KSLA-TV**) to operate on ch. 12 in Shreveport, and which dismissed certain petitions by Southland Television and **Interim Television Corp.**

By order of April 23, Commission enlarged issues in proceeding involving applications by **Knorr Bcstg. Corp., Lansing; Capitol Bcstg. Co., East Lansing**, and **W. A. Pomeroy, Tawas City-East Tawas, Mich.**, for new am stations to operate on 730 kc. This was done on petition of Commission's Broadcast Bureau.

By memorandum opinion and order of April 23, Commission remanded to hearing examiner for further hearing proceeding involving application of **Williamsport Radio Bcstg. Associates Inc. (WARC)** for new am station at **Milton, Pa.**; consolidated therewith subsequent application by WARC for mod. of cp; denied WARC petition in all other respects; denied petition by **WLYC Williamsport, Pa.**, for declaratory ruling upon continuance of stayed status of WARC cp; made WLYC party to all further proceedings in this matter. (WARC was granted cp Oct. 5, 1955, which was affirmed June 3, 1957. WLYC and WMLP Milton, appealed to court. WMLP later withdrew. On Nov. 22, 1957, Court of Appeals vacated Commission's June 3, 1957, order and remanded case to Commission.)

Routine Roundup

PETITIONS FOR RULE MAKING FILED

American Broadcasting Company, New York, N. Y.—Petition requesting amendment of rules by (1) initiation of rule making so as to delete ch. 8 and add chs. 9 and 11 at **Syracuse, N. Y.**; (2) issue order to **WHEN-TV Syracuse**, to show cause why its authorization should not be modified to specify ch. 9 in lieu of ch. 8, and (3) initiate conversations with **Canada** concerning above domestic and interrelated Candian reallocations. Announced April 18.

Dwight Harkins, Phoenix, Ariz.—Petition requesting amendment of engineering standards applicable to SCA with regard to fm multiplexing, by institution of rule making looking toward adoption of certain amendments proposed by petitioner or such other amendments as Commission may determine necessary in order to accomplish proposed changes. Announced April 18.

Georgia State Department of Education, Atlanta, Ga.—Petition requesting amendment of rules by institution of rule making so as to reserve vhf ch. 8 at **Waycross, Ga.**, for educational use and retain uhf ch. 16 at Waycross, for commercial station. Announced April 18.

ACTIONS ON MOTIONS

Commission on April 22 granted request by number of broadcast station licensees (**Aladdin Bcstg. Corp.**, et al.) for extension of time for filing comments from May 2 to May 19 and from June 2 to June 18 for filing reply comments in matter of proposal to extend daytime am station operating hours.

By Hearing Examiner Jay A. Kyle on April 18

Further prehearing conference on am application of **George A. Hormel II (KQAQ) Austin, Minn.**, scheduled for 10 a.m., April 23, is rescheduled for 9 a.m., that date.

Ordered that motion by **Marshall County Bcstg. Co. Inc., Arab, Ala.**, to quash notice of **Walter G. Allen, Huntsville, Ala.**, relative to taking depositions of certain individuals in

You are cordially invited to visit us at our suite in the Statler Hotel during NAB

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	ATLANTA	CHICAGO
James W. Blackburn	Clifford B. Marshall	H. W. Cassill
Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	FInancial 6-6460

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. PIlgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

SERVICE DIRECTORY

PETE JOHNSON
CONSULTING ENGINEERS
KANAWHA HOTEL BLDG PHONE:
CHARLESTON, W. VA. DI. 3-7503

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 79,497* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

Member AFCCE

Birmingham, Ala., as stated on record on Mar. 28, is sustained, in proceeding on am applications of Messrs. Allen and Marshall.

By Hearing Examiner H. Gifford Irion on April 18

Granted petition by **Southeastern Indiana Bcstrs. Inc., Jeffersonville, Ind.,** for extension of time from April 22 to April 30 for filing proposed findings and conclusions and suggested corrections to transcript of hearing and time is extended to May 14 for filing replies to findings and conclusions in proceeding on am applications to Southeastern and **Northside Bcstg. Co., Jeffersonville.**

By Hearing Examiner Annie Neal Huntting on April 18

Granted petition requesting hearing by **Florence Bcstg. Co. Inc., Brownsville, Tenn.,** on its am application; further prehearing conference and hearing are scheduled for June 2 and June 16, respectively.

By Hearing Examiner J. D. Bond on April 18

Continued further hearing to 2 p.m., April 28, in private line-leased facility proceeding.

By Commissioner Frederick W. Ford on April 16

Granted petition by Broadcast Bureau for extension of time to May 2 to file exceptions to initial decision in proceeding on am applications of **J. E. Willis, Lafayette, Ind.,** and **Crawfordsville Bcstrs. Inc., Crawfordsville, Ind.**

By Hearing Examiner Annie Neal Huntting on April 16

Granted motion by **Western Empire Bcstrs. Inc.,** for continuance from May 7 until May 20, 9 a.m., hearing on am application of **Pierce Brooks Bcstg. Corp. (KGIL) San Fernando, Calif.**

By Hearing Examiner Charles J. Frederick on April 16

Ordered that hearing record is closed in proceeding on am applications of **Radio Tampa** and **Rand Bcstg. Co., Tampa, Fla.**

By Chief Hearing Examiner James D. Cunningham on April 15

Granted petition by **B. F. J. Timm, Lakeland, Fla.,** for dismissal without prejudice of his am application and retained in hearing status applications of **Radio Tampa** and **Rand Bcstg. Co., Tampa.**

Granted petition by the Broadcast Bureau for extension of time from April 15 to April 25 for submitting proposed findings in proceeding on am applications of **Golden Valley Bcstg. Co. (KRAK) Stockton, Calif.,** and **Radio Santa Rosa, Santa Rosa, Calif.**

By Hearing Examiner Jay A. Kyle on April 15

Hearing scheduled for April 30 is continued without date, and scheduled further prehearing conference for May 14 re am application of **Hardin County Bcstg. Co., Silsbee, Tex.**

By Hearing Examiner Herbert Sharfman on April 15

Ordered that documents requested by protestants **New Mexico** and **Alvarado** in amended Item 18 also be produced in proceeding on application of **Video Independent Theatres Inc. (KVIT** ch. 2) **Santa Fe, N. M.**

By Hearing Examiner Charles J. Frederick on April 15

Granted motion for continuance to date thirty days after action by the U. S. Court of Appeals in Cases Nos. 14,034 and 14,162, by **Capitol Bcstg. Co.** in proceeding on its application for mod. of cp of **WJTV** ch. 12, **Jackson, Miss.**; further hearing order specifying date exactly will hereinafter be published.

By Hearing Examiner Hugh B. Hutchison on April 14

Scheduled hearing for June 17 on fm applications of **Riverside Church in City of New York, New York, N. Y.,** and **Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.**

By Hearing Examiner Elizabeth C. Smith on April 14

Prehearing conference is adjourned to be reconvened on June 10, and hearing scheduled for April 15 is continued until June 17 in proceeding on am applications of **Entertainment Service Inc., Solvay, N. Y.,** et al.

By Hearing Examiner J. D. Bond on April 14

Continued further prehearing conference from April 24 to May 5 in ch. 12 proceeding, **New Orleans, La.**

By Hearing Examiner Thomas H. Donahue on April 14

Continued from April 15 to April 18 hearing scheduled on am application of **Liberty Bcstg. Co., Liberty, Tex.**

By Hearing Examiner H. Gifford Irion on April 14

Ordered that date for filing proposed corrections to transcript is extended from April 14 to April 16 in proceeding on am applications of **Westbrook Bcstg Co. Inc., Westbrook, Me.,** and **Sherwood J. Tarlow, Saco, Me.**

Granted, with certain exceptions, petitions by

Continues on page 179

COMMERCIAL STATION BOXSCORE

As Reported by FCC through March 31

	AM	FM	TV
LICENSED (all on air)	3,174	520	404[1]
CPs ON AIR (new stations)	55	20	107[2]
CPs NOT ON AIR (new stations)	88	72	106
TOTAL AUTHORIZED STATIONS	3,317	612	661
APPLICATIONS FOR NEW STATIONS (not in hearing)	418	49	73
APPLICATIONS FOR NEW STATIONS (in hearing)	109	10	55
TOTAL APPLICATIONS FOR NEW STATIONS	527	59	128
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	239	22	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	36	0	15
TOTAL APPLICATIONS FOR MAJOR CHANGES	275	22	56
LICENSES DELETED	0	1	0
CPs DELETED	0	2	0

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through April 23

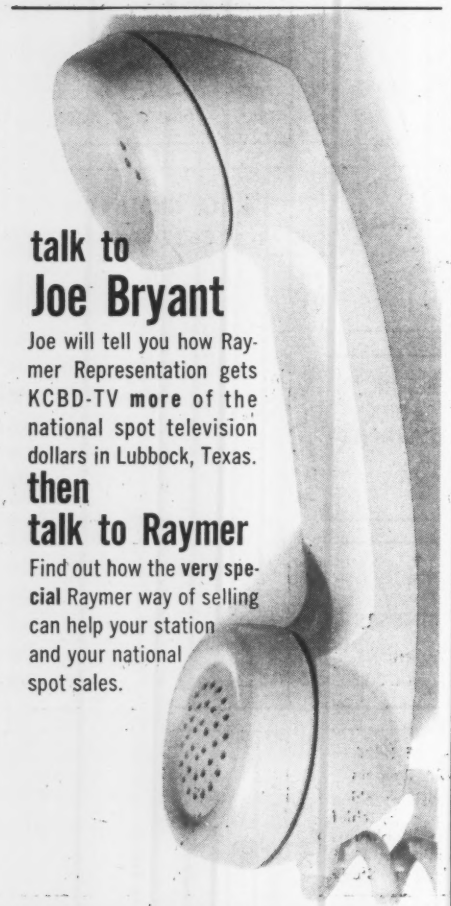
	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,174	64	81	546
FM	520	22	79	69
TV (Commercial)	404[1]	107[2]	107	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 23

	VHF	UHF	TOTAL
COMMERCIAL	425	86	511[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.


talk to
Joe Bryant
Joe will tell you how Raymer Representation gets KCBD-TV more of the national spot television dollars in Lubbock, Texas.
then
talk to Raymer
Find out how the very special Raymer way of selling can help your station and your national spot sales.

CONVENTION *Flashes!*

Our Hospitality Suite at the Statler

Is Always Open

ALLEN KANDER AND COMPANY

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Stations selling mailorder specialties to senior citizens send rates. Vern Baker, Elyria, Ohio.

Management

Unusual opportunity for advancement as general manager and eventually as vice president of metropolitan market station. Should have previous experience as general manager in smaller market. Under 40 with strong sales experience. Box 848D, BROADCASTING.

Metropolitan daytime station needs manager with good sales record experience and in smaller market desirable. Box 849D, BROADCASTING.

Good men are very difficult to find—not because there is a shortage of them, but because the good men are afraid to change from an adequate position now—to an opportunity with another organization. I own several major market stations—well-rated—well promoted—and I offer an outstanding permanent opportunity for management after a short period of intensive training in sales management and administrative, based purely on intelligence and ability—no-one is in line ahead of you. You can make a great deal of money—be wonderfully happy—and really exert your own ideas and desires. Naturally, such a person is now employed, but deeply wants such an honest opportunity very soon. Why don't you write me your own resume and ideas regarding management, programming philosophy and sales management this evening? Send photo also. I'm looking for you and I feel sure you are looking for me. Box 897D, BROADCASTING.

Manager: You can buy a piece of country and western station if you can run it. Must be a sharp manager and believe in it. Metropolitan city coverage. Write your story to Box 946D, BROADCASTING.

Sales

Local sales manager wanted at 5000 watt NBC affiliate in competitive midwest city of 55,000. Weekly salary $110.00, plus percentage on sales. Detail your experience and include picture with first letter. Box 643D, BROADCASTING.

Chain expanding. Highly paid sales manager and salesman positions with opportunity for promotion at top-flight Pennsylvania and New Jersey indies. Want men with successful experience and outstanding ability in selling radio to accounts only in newspaper. Send full details including salary history, billing history, photo. Box 982D, BROADCASTING.

Background music operation in large eastern metropolitan city has completed arrangements to change over the distribution of its wired music service to an fm multiplex operation. An attractive proposition will be offered to the man who has demonstrated that he has the wherewithal to build and expand this new money making facility. We are open for ideas and suggestions for new type services. Will only consider replies stating full details of past experience. Job requires a cracker jack salesman. This is a great opportunity for someone who understands the potential that exists in a multiplex operation, and knows what to do about it now! Box 998D, BROADCASTING.

Wanted: Experienced salesman - announcer strong on sales. Good opportunity. Guarantee, car allowance plus commission. Northern Louisiana independent. Send letter and tape. Box 101E, BROADCASTING.

Fast growing, metropolitan, music and news independent. Great future. Box 119E, BROADCASTING.

Exceptional opportunity for young married, experienced salesman-announcer for new music and news station northern California. Box 230, Klamath Falls, Oregon.

Announcers

Florida. Need experienced personality top dj. Above average salary. Promotion minded station. Send tape, background. Box 721D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

DJ who understands country and western music. Must like it. No "Gabby" Hayes type. A record spinner, tight on production. Excellent climate. State all in first letter, have tape available. Box 944D, BROADCASTING.

Metropolitan top-rated modern programming station needs young, fast-paced, sharp production, live-wire announcer. Top station of one of nation's leading chains. Rush tape, background, information. Box 746D, BROADCASTING.

Hello you southern dj's. Do you have a Ernie Ford delivery. Can you spin country and western records and read your commercials sincerely. No Grandpa Jones type or tongue-in-cheek. Send resume and have tape available. North of Dixon line. Good climate. Box 945D, BROADCASTING.

Girl dj's with southern accent or sincere delivery. Not too sexy but encouraging. Send resume and picture and have 15 minute tape ready. Prefer girls who know and like country and western. Box 947D, BROADCASTING.

Immediate opening for program manager at new station in Pittsburgh area. Applicant must be ambitious and willing to prove his qualifications for more responsible position in management of this chain. Must have several years announcing experience. Prefer family man with car. Send tape, resume, salary requirements and photo immediately. Box 949D, BROADCASTING.

Southwest, metropolitan, fast-paced; sharp production. Box 118E, BROADCASTING.

Top morning air salesman wanted by aggressive northeastern station. Send audition, photo, and full particulars. Box 123E, BROADCASTING.

Florida net affiliate wants top-notch morning man. Must be adult with adult like things to say. No rock and roll—no top-forty. Want strong personality that will wear well over long period of time. Write in detail. Snapshot, references and tape desired. Fine opportunity. Box 127E, BROADCASTING.

Sports-straight announcer. Experience required. Needed immediately. 250 watter in southeast. Resume, tape, salary requirements. Box 128E, BROADCASTING.

Announcer for newly acquired radio station in medium-large eastern market. Must do strong record show with punch and enthusiasm. Mail complete resume and tape. Box 136E, BROADCASTING.

Announcer first phone: See if you fill the bill on the following ifs. If you want to earn over $430 per month. If your announcing is well above average. If you have had at least five years commercial experience. If you really know what you want and would stay happy at a 5 kw rather than the 50 kw's, and are ready to dig your roots into the community rather than consider this a temporary stopping place. If you believe in adult programming and can help us do a better job of serving the community. If you can stand the closest scrutiny on credit and clean living. If you are ready to settle down in a town of twenty thousand and be assured of security and a good future, then take the ifs out of your future and join one of the finest teams in the broadcast business. Contact Jim Jae, KHMO, Hannibal, Missouri.

Experienced announcer. Also sell time. Ideal working conditions. Contact Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana.

KOFO, Ottawa, Kansas, seeks responsible announcer-engineer (first class license) who likes local radio, desires to do good job with an efficient, congenial, small staff, and will enjoy living in a good 11,000 town with a future. Daytimer, 250 watts. Combination studio-transmitter, Gates. Moderate maintenance. Good announce shift. Send information, tape. Roderick B. Cupp, Manager.

Announcer, experienced in operating radio board, capable of assuming television assignments. Send info, tape, picture to Len Anderson, WKBH, La Crosse, Wisconsin.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for capable, experienced announcer. 1st phone preferred but not essential. No maintenance. Not a "top 40" or personality dj station. Just "solid" radio in a profitable single-station market. Send tape resume first reply. Salary dependent on your ability. KWCO, Chickasha, Oklahoma.

D-J-combo. Top-rated music and news independent needs services of a first phone-dj who enjoys and can program pop music. Must have good commercial delivery. 40 hr. week—scale $110.00. Send resume and tape to Jack Lawson, KXOA, P. O. Box 3094, Sacramento 15, Calif.

Immediate opening, experienced announcer. Must sell time. $90. per week. More for right man. 15% commission on sales. Car expense. Retirement plan. We pay moving expenses. One of seven station chain. Country living. Ideal for family raising. No consideration without tape or audition. WELD, Moorefield, West Virginia. Mail address Fisher, West Virginia.

University town in central Pennsylvania wants a wake-up man for a full time 250 watt station. Send tape and photo, or call for a personal audition. General Manager, WMAJ, State College, Pennsylvania.

Disc jockey-newsman, experienced, but looking for opportunity to grow and develop in an operation where you will be appreciated. Your success is our success. Send tape, resume, photo to Program Director, WTTH, Port Huron.

Technical

Radio broadcast technician for studio work at major midwest educational station. Experienced in production operation, recording, and duplicating. Station does much live music and sports broadcasting. Opportunity for some university course work. For further information contact: The Personnel Office, University of Michigan, Room 1020, Administration Building, Ann Arbor, Michigan.

First phone engineer wanted immediately. Good salary. Latest equipment. Resort area. Expanding 5000 watts immediately. Excellent opportunity. Contact Warren Chase, WDEV, Waterbury, Vermont.

Production-Programming, Others

Metropolitan top-rated station needs alert all-around girl Friday. A real opportunity! Write General Manager, Box 747D, BROADCASTING.

Fully accredited Iowa agency has opening for an experienced radio-tv director. Must be able to create copy with a powerful selling punch, supervise station production and service accounts. Some agency experience desirable, but initiative is a "must". You will have complete charge of radio-tv operations of this growing agency and be given full creative rein. Salary to $6,000 plus generous profit sharing plan. Send complete background and availability date. Box 926D, BROADCASTING.

Producer-announcer-idea man for San Diego, California station who can write, produce, and voice all types of production spot announcements utilizing sounds, music and ingenuity. Rush details, photo, salary requirements and taped sample of work to Radio, P.O. Box 628, San Diego 12, California. Sorry, will be unable to return tapes.

Disc jockey with lots of ideas to sell and promote the station needed by strong independent station in central U. S. Chance to work in tv. Excellent working conditions. Send tape and full particulars to Box 130E, BROADCASTING.

Program director. Need wide-awake man for newly acquired radio station in medium-large eastern market. Must be thoroughly imbued with modern independent news and music concept. Some air work. Send full resume and tape. Box 133E, BROADCASTING.

RADIO

Situations Wanted

Management

Manager, presently employed. 16 years experience radio manager, program director, television manager, commercial manager, also network and agency. Best references all employers. Box 948D, BROADCASTING.

It's true! There are two sides to every street. As your general manager—my side offers—years of advertising sales and management experience—print and radio—What does yours offer? Box 985D, BROADCASTING.

Proven: 13 years personality, production, programming, sales! Can build top-rated position fast. Invest in, supervise radio, medium Texas market. Employed family man. Box 991D, BROADCASTING.

Management with emphasis on sales. Fourteen years, nine management. Good program sense, excellent administrator, but especially strong in sales. Top salesman and sales trainer. Active civic affairs. Family man. Box 993D, BROADCASTING.

Selling-manager, 36, family; eleven years broadcasting; eight managing networks, independents. Experienced sportscaster, newscaster. Have sold station after turning high loss into 20% profit. Trade proven techniques for adequate compensation with western station. Contact Gil Lieser, Mayflower Hotel during convention. Box 116E, BROADCASTING.

Former radio manager in small market wishes to associate with experienced, congenial radio man as program director or assistant manager. 13 years experience includes announcing, newscasting, programming and selling. Seeks security in established station in community of 25,000 or more. Prefers eastern U. S. Box 135E, BROADCASTING.

Twenty eight year old married vet, 8 years experience all phases, past four sales manager. Ambitious, reliable, looking for managership or sales manager position. Box 163E, BROADCASTING..

Fifteen years experienced man desires to manage on percentage. Will lease or invest in right station. John Redwine, Morristown, Tenn.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 734D, BROADCASTING.

Announcers

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

DJ, sports, news announcer with management background. Nine years experience desires permanent position with established station. Married, responsible man. Minimum salary $150.00. Box 429D, BROADCASTING.

Girl-personality, dj, run own board. Eager to please. Free to travel. Gimmicks and sales. Box 732D, BROADCASTING.

DJ announcer. Go anywhere. Ready now. Run own board. Can sell, too. Steady—no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 733D, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 793D, BROADCASTING.

Staff announcer: Experienced in metropolitan fm station. Heavy on news. All types dj also skilled in writing profit making continuity. Age 33. Married. Sober. Steady. Prefer southern market. Tape available upon request. Box 920D, BROADCASTING.

Young, experienced, married, desire sound opportunity. Prefer night shift. South of Mason-Dixon line. Box 980D, BROADCASTING.

Girl dj-announcer. Strong commercial, news delivery. Willing learn all aspects radio. Full-time or part-time. Box 984D, BROADCASTING.

Experienced staff announcer. Three years. Sober, dependable, family man. Pop music man. No hillbilly music. Position must be steady. Partial to daytimers. $80 per week minimum. Box 986D, BROADCASTING.

Eastern Carolinas—college graduate, 5 years experience, staff, news, dj, play-by-play. Available June 1st. Box 987D, BROADCASTING.

Announcer—1st phone. 8 years experience. Presently in Colorado. Available May 1st. Prefer New Mexico, Arizona, Nevada or California. Box 989D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Mature family man, 8 years complete announcing experience. $115 week. Prefer midwest. Box 990D, BROADCASTING.

DJ, announcer, sales. Run own board. Presently 18 months morning man small market. 27, getting married, seeking advancement. Box 992D, BROADCASTING.

Recent radio school grad, married, can operate console. Ambitious, willing to relocate. Tape, resume, photo on request. Box 994D, BROADCASTING.

Young, experienced, ambitious, and presently employed. Wish to relocate in Indiana or bordering states. Box 995D, BROADCASTING.

Announcer, 3 years experience. Good voice, strong music—news, married. Box 997D, BROADCASTING.

Announcer dj. Experienced AFRS, emphasis news—novelty intros. Will relocate. Tape, resume upon request. Box 999D, BROADCASTING.

DJ-announcer—have voice, ideas, personality, versatility. Don't have experience. Yours to mold. Box 100E, BROADCASTING.

Country—western—hillbilly—and staff announcer. 3 years. Good morning man. Family. Box 102E, BROADCASTING.

Bright announcer, mature, personable, easy to get along with. Can adapt to your set-up. Box 104E, BROADCASTING.

Experienced disc jockey. Three years, good commercial, know music, family. Box 105E, BROADCASTING.

Deejay, "pops"—standards. Newscaster. Experienced, married. Relocate Michigan, Ohio, Indiana, any eastern state. Minimum $70. Negro. No accent. No jivetalk. Box 110E, BROADCASTING.

Experienced deejay, newsman, sportscaster. Presently employed New Orleans, seeks relocation. Great Lakes area or southern Florida preferred. Box 111E, BROADCASTING.

Vacation problems? College student. Experienced. Announcer, record-librarian, news. Third-class permit. June 1 thru September 1. Tape, resume and references. Box 114E, BROADCASTING.

Sincere style, music-preferring announcer-dj, family man in radio five years seeks economic opportunity in kindly climate. Box 117E, BROADCASTING.

Attention upper midwest: Seven years experience, with solid references. Veteran with college. Have headed news department. Able to operate board, and well acquainted with music. Box 121E, BROADCASTING.

Need good local newswriter and announcer? Here's one with three year's experience, who can also handle music shows. No beginner. Family man ready to settle down. Present employer knows of this ad. Box 122E, BROADCASTING.

DJ/announcer, previous experience 50,000 watt metro-indie. Afternoon shift in top three Pulse ratings. Best agency references. Salary open. Box 125E, BROADCASTING.

Jazz man. Experienced. Adult approach. Heavy ad lib. Box 131E, BROADCASTING.

Calling midwest stations—staff and sports announcer. 9 years experience. Family man. Box 132E, BROADCASTING.

Florida stations only! Permanent, all-round position wanted. Seasoned commercial announcer. Hold first class phone. Personal, experienced, successful time sales. Creative program direction. Excellent copywriter. Edit news and features; ad lib, music, sports, special events. Professional pianist, 100% cooperative team man. Married, Daddy, 30, WW2 vet. Require $5,000 plus. Genuine proposition, will bring resume, references, tape and photo. Box 139E, BROADCASTING.

Staff announcer, experienced, good on music, news. Prefer northeast. Available immediately. Box 140E, BROADCASTING.

Personable dj, 3 years experience. Rated #1 in swinging market. Looking to settle in your town. Box 141E. BROADCASTING.

Negro, dj, run own board, versatile, short on experience. Long on ambition. No drifter, salary secondary to opportunity, go anywhere. Box 142E, BROADCASTING.

Aggressive, personable announcer looking for first job. Salary secondary to opportunity. Studied under N.Y. professional. If you want a most responsible man with a sharp sound—I'm your boy. Box 143E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Versatile top rated personality in million plus market. Married. Will consider any major market, particularly northeast. Desire permanent relocation. Box 146E, BROADCASTING.

Chief announcer—4 years radio—all phases. Quality voice, radio or tv. Western Pennsylvania, Ohio preferred. All offers considered. Married. Box 147E, BROADCASTING.

Attention: Young staff announcer with pop music know-how. Will liven up your station. Tape available. Box 151E, BROADCASTING.

Top personality deejay. Runs fast-moving top forty show. Storz-McClendon know-how. Record hops. Past two years in Southern California. Looking for live-wire station in major market. College grad, 25. Box 154E, BROADCASTING.

Personality announcer. Versatile with ad libs. Realize importance of hardsell and commercial newscasting. B.A. in Speech. Vet, single, 26. Work hard. Box 158E, BROADCASTING.

Staff announcer — board work — copywriting — news—pop and country music. Prefer Virginia or Maryland. A. Armentrout, Holly Road, Route 3, Annandale, Virginia. Jefferson 2-5512—after 4:00 P.M.

Young, single announcer; low on experience, but high on enthusiasm; desires summer employment from June 15 through September 15. For further information contact: Mike Carter; KMAN Radio; Manhattan, Kansas.

Announcer, sales, learn business, news, sports, dj, restricted ticket. Relocate, anywhere. Andy Denonn, 169 Columbia Heights, Brooklyn, N. Y. Main 4-0088.

Have records will travel. Young live wire, dj experience—news, sports. Tom Johnson, 335 Sprague Road, Scarsdale, N. Y.

Announcer, 5 years experience. Reliable family man. Available now. Bob Morrison, 1262 Monroe Street, Galesburg, Illinois. Phone 2854-7.

2 years experience, announcer, dj. Excellent references. Looking for permanent position. Will travel. Walter N. MacElveny, 86-06 35th Ave., Jackson Hghts., L.I., N. Y. HA 4-3125.

Experienced announcer-dj, sports and western, native of Arkansas wants position in home state or nearby. College trained for versatility. Good personality, willing worker. Paul Pennington, 7th Floor, 308 W. Randolph, Chicago 6, Illinois.

Ambitious University of Wisconsin graduate, radio-tv major, advertising minor. Extensive laboratory training at WHA-TV. Go anywhere, do anything; announce, camera direct, write, sell. Jim Young, 207 Jones, Madison 6, Wisconsin.

Technical

Combination engineer-announcer. First phone. Oklahoma, Arkansas, Texas. 8 years experience. Box 108E, BROADCASTING.

Radio, television experience. Chief engineer, announcing experience. First phone. $120. Box 120E, BROADCASTING.

Experienced engineer-announcer. Family man. 28, sincere, dependable, conscientious, presently employed, but looking for a position with a future. Box 126E, BROADCASTING.

Engineer—first phone—experienced chief. Some announcing. South or southwest. Box 145E, BROADCASTING.

First class, seven years broadcasting experience. High power directionals. Conscientious operator, thorough technician. Any offer considered. Box 156E, BROADCASTING.

Chief engineer, married and settled, seeking position in south only. Some announcing. Replies confidential. This man is experienced so please state all, including salary, first letter. Box 161E, BROADCASTING.

Florida, southeast, chief engineer, announcer. 5 years experience all phases. Box 1308, Florence Villa Station, Winterhaven, Florida.

1st phone, announcer—capable for maintenance-board operation. Prefer northwest. Bob Asbury, 2906 Good Street, Boise, Idaho.

Help wanted getting started. Have 2nd phone, no experience. Single, 25, car with good tires. Salary secondary. Don Green, 1755 Canyon, Hollywood, Calif.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

$600 monthly. Sports director and versatile executive with experience and proven ability. Box 821D, BROADCASTING.

Available July 1st. Idea girl packed with remedies for keeping sponsors happy. Experienced. College degree. Box 872D, BROADCASTING.

Desire executive secretarial position with radio station. Highly qualified all phases secretarial work. 10 years experience. Box 983D, BROADCASTING.

Aggressive commercial manager and program director seeks position with progressive radio station, in small market. Announcing, copywriting, news and traffic experience. Employed in Florida. Expected salary $100 plus. Contact Box 988D, BROADCASTING.

Radio-television sports director, ten years experience, wants sports position with chance to advance in programming and management. Desire permanency. Box 113E, BROADCASTING.

Radio ten years, all phases. Excellent productions—programming. Award winning sportscaster. Big Seven—Atlantic Coast—Southeastern Conferences. Desires sports—programming—productions, eventual management—security. 34, family. Box 115E, BROADCASTING.

News director, radio-tv, presently employed in large market. 12 years experience. Box 148E, BROADCASTING.

Program-production specialist with 10 years experience, now employed, wishes to relocate. Married, 35, college. Box 155E, BROADCASTING.

TELEVISION

Help Wanted

Sales

Major midwest market (top 50) has opening for experienced television salesman. Creative selling essential. Send complete details with recent photo to Box 827D, BROADCASTING.

A fast growing network affiliated eastern vhf station needs a hard hitting, self-starting, show-the-way type of local salesman to head up, and show a local staff how to score. Are you the man? Write Box 962D, BROADCASTING.

Preferably experienced salesman for local and regional accounts. Salary and commission arrangement. Many fringe benefits. Opportunity for advancement with one of nation's leading stations. State all particulars first letter. Box 166E, BROADCASTING.

Need real go-out-getter who wants to make real money in good market. All it needs is effort. Call or see Jack Sholar, WALB-TV, Albany, Ga.

Today's business best in history. Need one more young ambitious salesman to help keep ball rolling. Prefer successful radio or television salesman now selling in midwest. Salary, commission and future with multi-station ownership. Lloyd D. Loers, Lee Radio, Inc., Mason City, Iowa.

Announcers

TV weatherman-announcer for midwest medium market, NBC affiliate, must be experienced in delivering authoritative weather roundup, and capable of doing other announcing chores. Write Box 923D, BROADCASTING.

Southwestern radio and television wants experienced and versatile announcer. Play-by-play desirable. Permanent job and good living conditions. Box 974D, BROADCASTING.

Experienced announcer for booth and on-camera work. Medium mid-south market. Full power vhf. Box 129E, BROADCASTING.

Technical

Can you qualify as assistant chief engineer of full power tv operation? Midwest location. Excellent working conditions. Send resume with present and expected salary to Box 109E, BROADCASTING.

Chief engineer for basic CBS, full power tv and 50 kilowatt am stations in southwest city. Need man with executive engineering experience. Box 164E, BROADCASTING.

Production-Programming, Others

Continuity writers: Two writers for midwest television station. Experience preferred, but not absolutely necessary. These positions are copy exclusively. Send resume and sample copy to J. W. Kelin, Production Manager, P.O. Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted

Management

Manager, 16 years experience as television manager and commercial manager, as radio manager and program director. Increased billing on all stations over 100%. Also agency and network experiences. Best references. Box 780D, BROADCASTING.

Salesmen

Young, former manager now with national rep wants national sales opportunity. Box 138E, BROADCASTING.

Announcers

Experienced announcer-director. Know all phases production; strong booth man. Young, college, married. Box 996D, BROADCASTING.

Personable announcer. Realize importance of hardsell and commercial newscasting. Versatile with ad libs. Training in production-direction. B.A. in Speech. Vet, single, 26. Work hard. Box 157E, BROADCASTING.

Technical

Tv tech.—first class phone—permanent or summer. Willing to travel. Resume on request. Box 150E, BROADCASTING.

Tv engineer with first phone desires employment in tv. Closed circuit experience. References, resume available. Box 152E, BROADCASTING.

Production-Programming, Others

Traffic-continuity director: Experienced preparation daily logs, contact handling, availabilities, copywriting. College, single, free to travel, references. Box 822D, BROADCASTING.

Television director—producer. 6 years staff directing. Free-lance announcer, news and commercial photographer with own equipment. Have produced and directed own shows, film commercials. College grad., 27, with family. References from present station. Box 927D, BROADCASTING.

Fight recession! My 5½ years experience (tv production, copy, film, advertising) makes you money with effective, inexpensive, local shows, commercials. Write now! Box 106E, BROADCASTING.

Television sports director wants to return to radio play-by-play while working with television programming in permanent surroundings. Box 112E, BROADCASTING.

Newsman, write and air. Networks both coasts. Employed. Twenty years experience at 39, newspapers, radio, tv. National award winner. Metropolitan only. Box 124E, BROADCASTING.

Young man with light floor, projection experience, 2nd phone, wants summer replacement work. Box 134E, BROADCASTING.

College tv instructor seeking summer employment. Top director and copywriter. Box 144E, BROADCASTING.

Film editor. Top experience, complete program set up, expert in re-cutting of features. Available June 15th. Box 149E, BROADCASTING.

Director-producer, eight years radio-tv. Experience also in writing, production management, major market. Vet, 26, with AB, MA. Creative, budget-conscious, versatile, award-winner. Available now. Box 162E, BROADCASTING.

M.S.U. June grad. B.A., M.A., Degrees in Radio-Television Production. AERHO Member. Age 22, single, will travel. Interested in sports, educational tv, special events and news. Excellent references. Call or write A.B. Cudworth, Box 59B, RFD #2, Williamston, Mich.—Lansing phone ED 77292.

FOR SALE

Experienced builder-operator offers small station plan book. Five floor plans you can build. $3.75 postpaid. Station Planning Service, Box 2001, Station A, Fort Wayne, Indiana.

Stations

Golden opportunity—will never come up again. I am a multiple major market operator—because of needed power, I have an extra station available in a major southwest market, programming hillbilly-western with outstanding results. I'll help an experienced, responsible party get this station. You pay only 15 down on total of $85,000—I'll pay 20 down for you, leaving balance of $50,000 on terms. Immediate action necessary. Air mail. Box 898D, BROADCASTING.

RADIO STATIONS FOR SALE

N A B

WELCOME TO LOS ANGELES

VISIT US AT OUR SUITE IN THE STATLER

WE HAVE MANY EXCELLENT BUYS THROUGHOUT THE WHOLE COUNTRY

ALSO

A SELECT LIST OF QUALIFIED BUYERS

—Ours is a Personal Service—

JACK L. STOLL & ASSOCIATES

A NATIONAL ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

FOR SALE—(Cont'd)

Stations

West Coast, $42,500. 1000 watt daytimer in isolated growth market. Average annual gross for past two years, $61,000. Priced under gross substantially, all cash is required to purchase. Box 939D, BROADCASTING.

Forming corporation to organize new station in very good market. Write Box 981D, BROADCASTING.

Small market station, north Alabama. Good gross, excellent equipment, in growing market. $65,000—29% down. No brokers. Box 107E, BROADCASTING.

KHIL Brighton, Colorado—800 kc—500 watts, non-directional covers metropolitan Denver with 4.8 M/V. No real estate, leases so reasonable you can't afford to own it. New Gates equipment. 1000 watt transmitter running at 500 watts. Went on air May 26, 1956. A station that can be worth $200,000 in 2½ years and I can show you how. Why don't I keep it? Because I don't want to run a damn radio station. I want back in the orchestra business where I spent 20 years seeing the world through a windshield. Total price, $80,000, $17,500.00 down with the balance in five years. Contact: Harry "Tiny" Hill, Owner, Post Office Box 307, Brighton, Colorado. Phone: Brighton 799 or Denver, ATlas 8-0956.

South: Single station market, $36,500 total with $10,000 down. Medium market, central, $66,500 total. Small metropolitan market $250,000. Terms. Chapman Company, 1182 West Peachtree, Atlanta.

U. S. Several secondary or medium market television stations both uhf and vhf. Chapman Company, 1182 West Peachtree, Atlanta; 17 East 48th, New York; 33 West Micheltorena, Santa Barbara.

North. One upper New England station at $100,000 on terms, several northeastern stations, small and medium markets priced $125,000 to $375,000—terms. Chapman Company, 17 East 48th St., New York.

Now available. Single-station market. Ozark wonderland. Inside the St. Louis-Memphis-Tulsa triangle. Ralph Erwin. Broker. Tuloma Building. Tulsa.

Wilt Gunzendorfer will headquarter at the Biltmore convention week. Will be available for consultation regarding sale and purchase of radio and television properties. Information available on a number of properties.

Northwest, quarter-kilowatt $95,000.00 29% down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Wyoming, single market, quarter-kilowatt, $8500 down! Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Waiting buyers, listings wanted. The Hollingsworth Co., Inc., 514 Hemp. Ave., W. Hempstead, New York.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

To Buy or sell a station in the west. Chapman Company, 33 West Micheltorena St., Santa Barbara, California.

FOR SALE—(Cont'd)

Equipment

Several RCA Iconascope camera chains and type 1850A tubes, slightly used. Box 928D, BROADCASTING.

One REL one kilowatt fm transmitter. In good condition, presently operating in North Carolina. For details, write Box 160E, BROADCASTING.

Truscon self-supporting tower height above insulators, 325 feet. Wind loading 90 I.M.P.H. Complete with lighting. Tower to be sold standing. In excellent condition. U. L. Lynch, Technical Director, KMMJ, Grant Island, Nebraska.

Two RCA type RT-11A tape machines, and two Presto turntables, type 64-A. Contact Chief Engineer, KQV, Pittsburgh, Pa.

GE 1 kw fm amplifier with final tubes, RCA 44-BX and 77-D microphones, Magnecord 814 eight-hour tape player. All excellent condition. Box 221, Lebanon, Tennessee.

204' Ideco self-supporting radio tower, dismantled, new paint, $3,750.00. Box 748, Rapid City, South Dakota.

AM radio tower, 150 feet, Stainless, good condition. Clark phase monitor, 108 E, like new. Gates hy-watter, 2 tower array phasing equipment. Contact WAWK, Kendallville, Indiana, phone 764.

Collins C100 fm antenna, 8 sections, now being used 105.3 mc., reasonable, write WHAT, Phila., Penna.

1 Prodelin, Inc. teleplexer tuned for channel 18, for sale. Contract J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

For sale: Ampex 350, 3-052, 600, 60, 601-2 and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

Video monitors—8 megacycle—plug in construction. 14"—$215.00, 17"—$219.00, 21"—$259.00. Proven in thousands of closed circuit and broadcast installations. Miratel monitors are delivered under several trade names. Factory direct sales. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

Ampex 350-TU, $1627; 600, $398; 620, $119; Concertone #23(833) $695 & $595; 601P; 601-2P. Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

Weather warning receivers—for Conelrad and Disaster weather warnings. Air Alert II—$46.50. Air Alert I—$89.50. Write: Miratel, Inc., 1080 Dionne St. St. Paul 13, Minnesota.

200' tower—self-supporting—Blaw Knox type CK galvanized, dismantled, ready to ship—$2,500.00. F. Stott, 307 West 13th, Kansas City, Missouri.

WANTED TO BUY

Stations

Small or medium market radio station or cp. Give details, terms. All replies confidential. Box 626D, BROADCASTING.

Would like to buy west Texas radio station. Will keep your reply strictly confidential. Prefer single market. Box 867D, BROADCASTING.

We guarantee sale of your station or no charge to you. Chapman Company, 1182 West Peachtree, Atlanta; 17 East 48th, New York, 33 West Micheltorena, Santa Barbara.

WANTED TO BUY—(Cont'd)

Stations

Southwest properties only. Radio stations. Television stations. Wired-television. Closed-circuit theaters. Ralph Erwin. Broker. Tuloma Building. Tulsa.

Equipment

5 kw transmitter and associated equipment. Give full details. Box 159E, BROADCASTING.

1 kw standard broadcast transmitter not over five years old. Full particulars and lowest price. KOHU, Hermiston, Oregon.

1000 watt fm amplifier. KYFM, 4516 North Libby, Oklahoma City, Okla.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

H.M. Von Reitter Bowley, television and radio bingo game sheets. 1025 Lincoln, Denver 4, Colorado. Tel: Alpine 5-7093.

RADIO

Help Wanted

FUN DEE JAY

We need a fun-radio personality . . . a razor sharp production man with enthusiasm and sparkle. Within our high-music format. This young man will have unlimited freedom to develop a free-swinging style. Tops in beautiful city—chain #1 in five markets and more to come. You'll be on a fast growing team of guys who get around, and the opportunity is as big as you are. Let me hear you laugh, swing, entertain and sell. Tape, letter and photo please to:

Bob Whitney
Program Director
KALL
Salt Lake City, Utah

RADIO

Situations Wanted

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

STANDBY GENERATOR (Nearly New)

CATERPILLAR DIESEL MODEL D364—165 kw @ .8 Power Factor

Only 200 hours operating time—four hours actual use time!

INCLUDES: Woodward Governor . . . Automatic Crank . . . Radiator . . . Automatic Battery Charger . . . Battery . . . Automatic Transfer Switch and Switch Gear.

PRICED AT $20,000 (New Price – $28,300)

Also: Houston Fearless Model 11 Film Developer
Excellent Condition—Price $2,000

Write or call | Broadcast Equipment Division
SARKES TARZIAN, Inc., Bloomington, Ind.

RADIO

Situations Wanted—(Cont'd)

Managerial

MR. STATION OWNER OR NETWORK EXECUTIVE:
Need a young, hard-working-type executive?
Over 15 years in radio and tv. Wants a post in progressive organization. Management, production, promotion or public relations. Can invest up to $25,000.
Will relocate
BOX 137E, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

PROMOTION MANAGER WANTED

Basic CBS-TV affiliate has opening for experienced promotion man to direct a vigorous promotion, publicity, exploitation operation. Prefer man presently employed as station promotion manager or assistant promotion manager, ready to step up. Live in sunshine city in beautiful live oak country. Send complete resume with references, samples, and present salary to Albert D. Johnson, General Manager, KENS-TV, San Antonio, Texas.

TELEVISION

Situations Wanted

Management

MY BOSS WON'T GIVE UP HIS JOB!!
He thinks I'm good enough to manage a radio or tv station—based on the fact that I personally sold $200,000. worth of local tv time in '57 . . . and my 12 years in broadcasting, agency. Am tv salesmanager; want a challenge and top income.
BOX 165E, BROADCASTING

FOR SALE

FOR SALE

BROADCASTING (Radio) YEARBOOKS beginning 1936 through 1956 and TELECASTING (tv) YEARBOOKS from 1948 through 1956.
Box 153E. BROADCASTING.

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

FOR THE RECORD *continues from page 174*

applicants for various corrections to transcript in ch. 7 proceeding, **Buffalo, N. Y.**

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 18

KJCK Junction City, Kan.—Granted cp to install new trans.

KCSB San Bernardino, Calif.—Granted cp to install new trans.

KGLD Garden City, Kan.—Granted mod. of cp to change studio & trans. locations, type transmitters, other equipment changes, type ant.; ERP vis. 45.7 kw, aur. 27.9 kw, ant. 800 ft.

WVBR-FM Ithaca, N. Y.—Granted mod. of cp to change frequency to 93.5 mc.

WNAC Boston, Mass.—Granted extension of authority to modulate 50 kw trans. during experimental period at frequencies not in excess of 20 kc with Air Force message generating equipment, for additional period of six months from 3-14.

Following were granted extensions of completion dates as shown: **WRAL-TV Raleigh, N. C.** to 6-23; **WTOV-TV Norfolk, Va.** to 10-16; **KBMB-TV Bismarck, N. D.** to 5-15; **WSAR Fall River, Mass.** to 5-12.

Actions of April 17

KOCO-TV Enid, Okla.—Granted mod. of licenses to change name to Cimarron Television Corporation.

WKBN-TV Youngstown, Ohio—Granted cp to change ERP to vis. 123 kw, aur. 61.7 kw, ant. height 630 ft., and change type ant. (Main Trans. & Ant.); and cp to make change in existing aux. ant. system to maintain ant. system as auxiliary facilities.

Actions of April 16

WHIM Providence and East Providence, R. I.—Granted license covering installation of new trans., and license covering installation of old main trans. as auxiliary trans. at present location of main trans.

WEBB Baltimore, Md.—Granted license covering increase in daytime power, installation new trans., make changes in DA system and change studio and station location.

WHVR Hanover, Pa.—Granted license covering installation of new trans as alternate main trans. nighttime and as auxiliary trans. daytime at present location of main trans.

Granted licenses for following am stations: **KTYM Inglewood, Calif.; KADO Marshall, Tex.; WDCR Hanover, N. H.**

KRCT Pasadena, Tex.—Granted license covering change of ant.-trans. and studio locations, installation new trans. and change station location (specify type trasmitter); condition.

WTHS-AM-TV Miami, Fla.—Granted mod. of licenses to change name to **The Board of Public Instruction of Dade County, Florida.**

KOIN-AM-FM Portland, Ore.—Granted authority to operate transmitters by remote control; while using non-directional ant.

Actions of April 15

KLTV (TV) Tyler, Tex.—Granted involuntary assignment of licenses to **Lucille Ross Bufrod, Marshall Pengra** and **Margaret E. Lansing,** executrix of estate of **Gerald Hall Lansing,** deceased.

WGES, Chicago, Ill.—Granted assignment of license to company of same name.

WBWC Berea, Ohio—Granted license for noncommercial educational fm station.

KCBH Los Angeles, Calif.—Granted license covering change in ERP and trans.

KSL-FM Salt Lake City, Utah—Granted license covering changes in fm station.

Granted licenses for following am stations: **WLEM Emporium, Pa.; KPOR Quincy, Wash.; WILZ St. Petersburg, Fla.**

KCVL Colville, Wash.—Granted license covering change of frequency from 1480 kc to 1270 kc.

WIVI Christiansted, V. I.—Granted license covering change in frequency and make changes in antenna system (decrease height).

WBSM New Bedford, Mass.—Granted mod. of license to operate trans. by remote control, while using directional ant. day and night (DA-1); waived Sect. 3.66 of rules to permit use of trans. with power less than that required by Sect. 3.66 for Conelrad purposes; conditions.

WDGY Minneapolis, Minn.—Granted cp to install new trans. and ant. as auxiliary trans. and ant. (studio location).

WPRE Prairie du Chien, Wis.—Granted to install new main trans.

WBUD Trenton, N. J.—Granted cp to install new trans. as alternate main nighttime and as auxiliary trans. daytime at present location of main trans.

WALT Tampa, Fla.—Granted cp to install new trans. as auxilitary trans. at same location as main trans.

WWTB Tampa, Fla.—Granted cp to install new trans. as auxiliary trans. at present location of main trans.

KRBA Lufkin, Tex.—Granted cp to install new trans.

KFOX Long Beach, Calif.—Granted extension of completion date to 5-10.

WDSC Dillon, S. C.—Granted extension of authority to operate at reduced time 7:00 a.m. to 6:00 p.m. for additional 30 days from Mar. 31, pending arrival of additional announcer.

WGTC Greenville, N. C.—Granted mod. of authority to change sign-off from 5:00 p.m. daily to local sunset as indicated on current instrument of license authorization.

KAVE-TV Carlsbad, N. M.—Granted extension of completion date to Oct. 22.

AWARDS

Seven 'Mike' Awards Given at AWRT Meet

An award citing the "outstanding woman in radio and television for 1957" by *McCall's* has been presented to Phyllis Knight, WHAS Louisville, it is being announced tomorrow (Tuesday) in the May issue of the consumer magazine. Miss Knight was cited for her "determined efforts, both on the air and off, in publicizing the city's new Cancer Survey Project Laboratory, and in persuading thousands of Louisville women to submit to a cancer-detection test."

MISS KNIGHT

Miss Knight and six other *McCall's* winners received their "Mike" awards Saturday at the magazine's annual dinner during the convention of American Women in Radio and Television (see TRADE ASSNS.) *McCall's* "Mike" awards were established in 1951 to recognize public service contributions being made by women in the broadcasting industry. Other awards this year:

Executive, Service to Community—Kay West, KEX Portland, Ore., whose documentary series, *The Oregon Divorce Tragedy*, produced legislation designed to forestall "quickie" divorces;

Executive, Service for Youth—Ella Will McKinney, Alabama Educational Television Network, Birmingham, whose tv teaching on the in-school series, *Let's Learn More*, helped ease the problem of overcrowded and understaffed primary grades;

Executive, Service for Women—Rozell Fabiani, WRBL-TV Columbus, Ga., whose television series briefed Army wives accompanying their husbands to Germany with the Third Division and helped create better understanding between the military and civilians;

Broadcaster, Service to Community—Lee Phillip, WBBM-TV Chicago, who educated the public to the needs of unwed mothers and their unwanted children and helped raise the necessary funds for a new, modern Foundlings' Home;

Broadcaster, Service to Youth—Alma John, WWRL New York, whose program *What's Right With Teen-Agers* not only helps young people learn broadcasting skills but gives them a chance to prove they can assume responsibility and be leaders;

Broadcaster, Service for Women—Ruth Allen, WGAR Cleveland, whose radio series, *Health and the Modern Woman*, contributed to the peace of mind of her listeners by discussing frankly the subjects of obstetrics and gynecology.

'Trib' Honors WKNE, WSVA, WICY

First, second and third prize honors in the 1957 *New York Herald-Tribune* fresh air fund radio-tv awards—presented annually to radio-tv stations supporting Fund's

"friendly town" program—were won by WKNE Keene, N. H.; WSVA Harrisonburg, W. Va., and WICY Malone, N. Y. It was the second consecutive year that WKNE led the competition. Other stations cited "with honorable mention": WKRT Cortland, N. Y.; WMNB North Adams, Mass., and WBSM New Bedford, Mass. Judges were Claude Barrere, executive director, RTES; Ed Stanley, NBC public affairs director, and *Trib* radio-tv columnist Marie Torre.

WTIC-TV Takes Grand Award In Hartford Ad Club Contest

WTIC-TV Hartford, Conn., won the Grand Award in the annual competition sponsored by the Advertising Club of Hartford. WTIC-TV's prize was for its *Voice of the People* show.

Walter C. Johnson, vice president-general manager of the station, accepted the winning plaque, presented at an awards banquet by Mrs. Ruth T. Gardner, director of club services, Advertising Federation of America. Paul W. Morency, president of WTIC-TV, expressed gratification that *Voice of the People* represents the work of a new production crew beginning the show a week after WTIC-TV went on the air last fall.

Of nearly 500 entries in the Hartford advertising competition, 30 others received merit awards and 56 got honorable mention. Stations in the merit category included WNBC (TV) New Britain-Hartford, WHCT (TV) Hartford, WDRC Hartford, WKNB New Britain and WCCC Hartford.

WBRC Takes Four Top Ratings In Alabama Newscasting Awards

WBRC Birmingham, Ala., took top ratings in four categories of the Alabama AP Broadcasters Assn. news awards for 1957. Nine stations placed in the seven categories and 19 station staffers received certificates for outstanding news broadcasts.

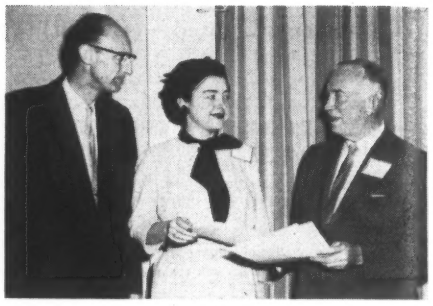
The awards were made at the Alabama AP Broadcasters Assn. spring meeting in Mobile April 11. Oliver Gramling, assistant general manager of the AP, New York, made the presentations.

WBRC and newsmen of that station emerged top in these categories: sports, excellent, Jay Alldredge; public service, excellent, Mr. Alldredge; continuous coverage, superior, Davenport Smith; news cooperation (given also to WBRC-TV), superior.

WAPI Birmingham and WAPI staffers took three top citations. They were comprehensive news, excellent, Charles Davis, Tom Hamlin and Geoff Smith; state and local news, excellent, Mr. Davis, Mr. Smith, Roy Marcato and Bob Jones; farm news, excellent, Boyd Evans. WABT (TV) Birmingham, affiliated with WAPI, took excellent ratings in state and local news and public service.

Other stations and individuals named for top ratings: WOWL Florence, Nell Bigbee, excellent state and local news and excellent continuous coverage; WSFA-TV Montgomery, excellent news cooperation, and WMLS Sylacauga, also excellent in that category.

Meritorious and honorable mention ratings also were given.



AMONG *recipients of Alabama AP broadcast news awards for 1957: Davenport Smith (l) of WBRC Birmingham and Ruth Harris (c) of WNPT Tuscaloosa. Oliver Gramling (r), assistant general manager of the AP, New York, made the presentations. Mr. Smith is president of the Alabama AP Broadcasters Assn.*

AWARDS SHORTS

NBC Chicago's first public service award has been presented to Sheriff Joseph D. Lohman of Cook County (Ill.) "for outstanding civic performance in the better-

talk to Bill Malo

Bill will tell you how Raymer Representation increased WDRC-Hartford national spot business 100% in 1956 and another 42% in 1957.

then talk to Raymer

Find out how the very special Raymer Way of selling can help your station and your national spot sales.

A HAZARD THAT NEVER SLEEPS

A daily occurrence — Radio and TV Stations are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station, staff, announcer, speaker, talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!

BUT you can INSURE against embarrassing loss by having our unique Excess Policy at amazingly low cost. Write for details and rates

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St | Chicago 175 W Jackson | San Francisco 100 Bush St

What's New At the Biltmore
BOOTH 5

Point-of-Purchase Merchandiser

A new point-of-purchase merchandising tool, to be revealed for the first time *anywhere* at the Biltmore. It merchandises your station — *and your advertisers* — with the famous TelePrompTer name.

TELEPROMPTER CORPORATION
311 West 43rd Street, New York 36, N. Y.
Where the art of Group Communications is a Science

ment of the community." Honor was extended in recognition of his *Shadows of the City* series on WNBQ (TV) that city. Public service awards were established by NBC Owned Stations Div. last year to salute organizations and individuals for significant public interest efforts in communities served by network-owned stations.

Dr. Allen B. DuMont, chairman of board of Allen B. DuMont Labs., Clifton, N. J., will be recipient of annual engineering award of New Jersey Society of Professional Engineers April 25 at Atlantic City.

Max M. Leon, president of WDAS Philadelphia, named to receive annual Humanitarian Award of American Medical Center at Denver for Cancer, Tuberculosis and Chest Diseases on May 18.

Frank M. Folsom, executive committee chairman and former president, RCA, has been named Diamond Jubilee recipient of Notre Dame U.'s Laetare Medal, school's highest honor given annually to outstanding American Catholic layman. Mr. Folsom is Vatican City's permanent representative to International Atomic Energy Agency.

C. O. (Ken) Kendrick, president of New Mexico Broadcasters, and manager-co-owner of KVBC Farmington, N. M., awarded "Distinguished Service Award" by U. S. Junior Chamber of Commerce.

Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV Philadelphia, has received special citation from Boys' Towns of Italy in recognition of his efforts and cooperation on behalf of Boys' Towns of Italy. He served as co-chairman in presenting special premiere performance of movie "South Pacific," proceeds from which were donated to Boys' Towns.

Thomas P. Bashaw, general manager of KFH Wichita, Kan., named "Advertising Man of the Year" by local ad club.

Bob Adams, local sales manager of KFH Wichita, Kan., awarded Kansas Sales Executive Club's Victor trophy for "outstanding achievement in the art of selling, creative imagination and flexibility."

Edward J. DeGray, vice president in charge of ABC Radio Network, has been awarded Lincoln statuette and citation from United Negro College Fund for network's "support" to fund by broadcasting *Negro College Choir* on ABC (Sun. 10:35-11:00 a.m.).

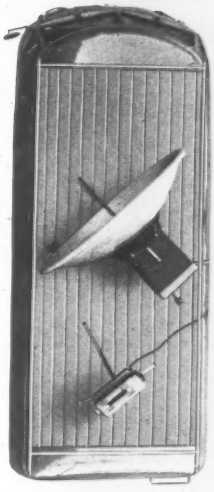
James Bormann, director of news and public affairs, WCCO Minneapolis, received award from Minnesota Safety Council for "outstanding public safety service."

Harold W. Lindsay, manager of industrial design at Ampex Corp., awarded fellowship by Audio Engineering Society in recognition of his "pioneering contributions" to design and development of professional magnetic tape recorders. Award was presented by AES President Sherman M. Fairchild at organization's 1958 convention in L. A.

Georgia Assn. of Broadcasters was honored for "distinguished service" in highway safety education by Georgia Optometric Assn.

new at N.A.B.!

now! for
the first time
a truly
compact
remote
unit



For the first time...increased mobility; increased program capability, low cost, and increased profits! For the first time, a compact miniature remote unit completely self-contained to give any size station full remote facilities at low cost. A completely mobile unit including: Vidicon camera, microwave relay equipment (video and audio), shortwave communication, monitor, power generating equipment and all operating accessories including truck FULLY FINANCED.

NAB
CONVENTION
HOTEL STATLER
BOOTH 14
WILSHIRE FLOOR

*Your station call-letters
Leaders in Microwave Communication

LING

11754 Vose St. • No. Hollywood, Calif. • TWX NHOL 2277

This is the kind of hold our station has on people

How do we *know* that such a bond exists? How does an advertiser assay it?

Well, the basis lies in the growth of mutual respect throughout the years. We see it in our mail counts—in our virtually level, far-superior ratings—in mail and word-of-mouth commenting gratefully on our commercial and public service programming, free of triple spots—in the stature of our veteran personnel in the community.

It warms the cold statistics which our advertisers must evaluate—our 747,640 TV homes in 41 counties of 3 states, with their $3,361,973,000 of annual retail purchases. Because a great portion of these figures apply especially to those who communicate with our advertisers through us.

George P. Hollingbery has other figures you can evaluate at a glance, too — our very realistic rate card.

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

from **DON TENNANT,** *vice president, Leo Burnett Co.*

The tv ad writer: hounded but happy

". . . and what does *your* daddy do for a living?"

He writes television commercials, that's what he does.

When our young son came home from school the other day and reported how he had answered this question, it sparked a subject for this memo.

We're told that every dominant medium of communication back through history has found itself in the position that television does today.

It's fashionable, it seems, to take potshots at the most influential, most noticed medium.

Today's patsy is the television commercial. (Even the movies take a crack at it: "No commercials on the Academy Awards telecast!").

Today it don't mean a thing if you don't take a swing at a commercial.

Luckily for most of us in the business of making commercials, however, there are so many tangible and intangible rewards that we can hold our heads high. Rewards that include money (oh, that!), frequent contact wtih many talented specialists who contribute to our efforts, a growing prestige among the other creative folk in the advertising world, and the knowledge that we have become an influential member of many companies' sales forces.

We're sorry that millions of American television viewers have such a positive, vocal dislike of commercials. This has become "the thing to do"—actually, most people admit they like an awful lot of the commercials.

Ours is not an easy way to make a buck. Not easy from the creative standpoint, and made no easier by the nagging realization that a lot of folks regard a lot of our efforts as so much annoying hogwash.

Yet, if we were to give our son an answer to the question of what his daddy does for a living, it would be:

"He has fun."

Actually, our son knows very well what line of work his father is in.

He knows all the commercials he's written, the jingles he's composed. In fact, he credits his father with having created fully 98% of all commercials on the air.

And the clincher is that our son wants to write commercials when he grows up. We hope he does. It's a great life.

We've had our fun writing commercials for great people like Andy Devine and Guy Madison for Kellogg's, Glenn Ford for Chrysler, Hoagy Carmichael and Julie London for Marlboro.

We've had the fun of watching the bath sequences for Camay soap commercials. (Yes, son, they wear bathing suits under those soap suds.)

We've had the fun of watching Tony the Tiger develop into a lovable goof.

We're sure that all over this country are guys and gals who must get the same thrill out of the business.

The latest Jell-O series ("Be Kind to Your Mother-in-Law with Jell-O Week," for instance) must be making a lot of people very happy.

The people who write and produce the Scott Paper commercials must really enjoy their work. It shows.

We suspect that *most* people who work on television commercials can truthfully say that if they had it to do all over again, they'd do exactly what they're doing now.

It's a fascinating, vital sort of work.

Where else can a writer work on so many different problems and in so many different techniques?

Sure, writers of stage plays, television shows, and motion pictures get a crack at these things, too—but where they turn out one, two, or possibly three a year, a tv writer turns out a couple of hundred in a year—and asks for more.

(Well, all right—the agency or the client asks for more.)

And each is a super-duper production.

Even the simplest live-action commercial with an announcer and a product in his hand can involve the talents of a hundred specialists.

And when you have fun at your work, even the subtle resistance to the whole idea of commercials can be fun.

It's all part of the game.

Even within the agencies, there are the "people who write the advertising," and then there are "those television commercial people."

Actually, if the interest and desire to learn about television commercials increases within agencies and among clients as much in the next 10 years as it has in the last, we television folk can look forward to a pretty pleasant sort of life.

Most of today's tv commercial problems stem from lack of knowledge, not malice.

And although the oldest dodge in practically any business is "you don't understand how complicated my job is," this happens to be true when it comes to television.

Of necessity, good television (or for that matter, even bad television) requires more steps, more people, more facilities, more of everything just to get on the air.

Actually, our son didn't have all the trouble we said he did, up there at the beginning of this memo.

You see, he was talking to other kids—and kids love television commercials. They think television commercials are a sensational idea. Often better than the shows. They sing our jingles, dance along with our dancers, quote our copy lines (often word for word), believe that what we say is true, and demand immediate action on every commercial.

Of course, we sometimes think it would be nice to be in a line of work that *adults* regarded as worthwhile.

There *is* one appeal to this business of ours that is completely unique. An appeal that makes us like our line of work despite anything anyone says.

When you turn out a dandy commercial, and viewers nod and smile over it, talk about it, and respond to it—well, there's nothing quite like it. You have literally managed to make millions of people like your work and buy your product in spite of themselves.

And if *that* doesn't sound like fun, we don't know what does.

Don Tennant, b. Nov. 23, 1922, Sterling, Ill.; Knox graduate, 1943. During World War II served three years overseas as Navy officer. After war joined John B. Rogers Producing Co. as director of home talent shows and pageants, then to NBC Chicago in 1947 as radio producer. Started his own television shows on ABC-TV in 1949. Joined Leo Burnett Co., Chicago, in October 1950 as its first full-time tv writer. Appointed tv copy supervisor on Kellogg's and Toni in 1954. Assigned to Marlboro cigarettes in 1955; has written all Marlboro commercials. Made vice president, tv commercials exploration and development in December 1957.

Nightmare, 1958

IN the year that has elapsed since the last annual convention of the NAB, practically all facets of broadcasting have been through the regulatory meat-grinder. The economic health of radio and television has not been seriously impaired, even with a recession, but the regulatory well-being of both the FCC and the licensees have been blighted beyond anything that has ever happened before.

All this in contrast with the rather remarkable complacency exhibited at the convention in Chicago just a year ago. Even then the climate was overcast, because the House Legislative Oversight Committee had just begun its headline hunting work contrived to destroy rather than correct, and other minions of government were rifling network, station and FCC files. All this went unnoticed at the Chicago convention. It was a pink tea of negative value to management and ownership, except for the sidebar meetings and some very worthwhile exhibits.

We have the notion that this annual meeting in Los Angeles will produce something affirmative; something more than sweetness and light. This, even though the agenda is not too promising.

The keynoter is Dr. Frank Stanton, who as president of CBS Inc. has demonstrated genius and leadership that is now legendary in all broadcasting and, for that matter, in all American industry. We haven't the slightest notion about his theme, but we venture he will not be content with mere passing mention of that which confronts all in broadcasting because of such disruptive interferences with business enterprise as the Barrow Network Report, the antitrust onslaughts and the wayward winds of the Oversight inquiry which blew what was to have been a prosaic study of conflicts of federal jurisdiction into a tornadic inquisition that swept one commissioner out of office and subjected others to unfair and unjustified humiliation.

And hard on the heels of Dr. Stanton's keynoter will be John C. Doerfer, who makes his first appearance before the nation's broadcasters as the FCC chairman. Mr. Doerfer will not say all that he has on his mind because the FCC is still on call by the Oversight Committee and because many important issues, such as those raised in the Barrow Report, are as yet unresolved.

But it isn't revealing secrets to state that Mr. Doerfer feels strongly about the editorializing responsibilities of stations and, concomitantly, about the lack of responsibility exhibited by many newspapers in their one-sided coverage of the Oversight Committee proceedings, blackening reputations and placing the FCC and broadcasters alike under a cloud. Mr. Doerfer can be expected to urge stations to editorialize, but to be fair and to present both sides. And this well could be the primary lesson to be learned by broadcasters at this convention.

We're pleased to note that not only Chairman Doerfer, but all members of the FCC are to be present at this convention. If they had stayed away, the carping critics would claim that their campaign against "fraternization" had been justified. The FCC members have done nothing for which they need apologize. They are honest men who have done the best they could under our system of administrative government in the face of interferences that have come principally from the very Congress that has lately chastised them.

The convention affords all broadcasters the opportunity to give the FCC the rousing vote of confidence it deserves.

Who's Sorry Now?

WHEN the Songwriters Protective Assn. (really ASCAP in disguise) began beating down the portals of the Senate Commerce Committee last year for hearings on the Smathers Bill (S 2834) to kill BMI, broadcasters understandably were concerned. They had witnessed the burlesque put on in New York by ASCAP the year before in the now famed Cellar Committee hearings when luminaries of Tin Pan Alley paraded before Chairman Celler (also from New York) to damn BMI, broadcasters and all those who stood in the way of a return to ASCAP's former monopoly in music.

The Senate committee finally yielded and hearings were begun in March—not in New York, home grounds for ASCAP, but in Washington. The ASCAP-ites didn't do so good, (1) because they had no case, and (2) because their press agents aren't as effective in Washington as they were in New York.

BMI, created by the nation's broadcasters who had to have music back in 1939 when ASCAP cut off the supply, found themselves confronted with the necessity of defending themselves on the preposterous Smathers bill. That ill-conceived measure would prohibit licensees from owning stock in BMI and from engaging in the recording and publishing business.

Drawn for BROADCASTING by Sid Hix

"My wife's going to Europe soon. . . . I'm looking for a summer replacement."

During the week of April 14, BMI and the broadcasters presented the first segment of their case (they return May 6). The burden was carried by Sydney M. Kaye, BMI's chairman and a distinguished attorney in his own right. He knocked down the ASCAP strawmen one by one. Broadcasters, performers, songwriters, publishers and even a governor, supported his testimony. The BMI monopoly ghost was laid.

But more than that, a devastating record was built against ASCAP. Even the author, Sen. Smathers (D-Fla.), must have forsaken his brain-child because he was absent during most of the proceedings during March, as well as when BMI presented its case.

The record speaks for itself—and most eloquently for BMI. We doubt the Smathers bill will ever get out of committee.

Meanwhile, radio broadcasters who gather this week in Los Angeles in conjunction with the NAB convention will have the benefit of the Senate Committee hearings to guide them in the formation of an all-industry committee to negotiate a new contract with ASCAP in the light of the expiration of the current five-year pact next Dec. 31.

National vs. Local

THE urge to get it wholesale has plagued broadcasting from the beginning of time-selling. In this era of hard-sell, the hard buy has become endemic too. Advertisers send their agency timebuyers scurrying into the field to wangle obviously national business at discounted local rates. This is done not because broadcast advertising is regarded as a bad buy at national rates, but rather because national advertisers fear their competitors are getting it cheaper.

Some stations have solved the problem by establishing a single rate. But the newspaper pattern of local or "retail" versus national rates has carried over to radio and television in many areas.

The Storz stations, in conjunction with their national representatives, have adopted a bold new approach. A rigid national and local rate policy has been adopted effective May 1, as reported in this issue. Under the new rules, any account can quickly determine whether it is entitled to local or national rates. It will mean that the national representatives will sell at the local rate, where the criteria are met, while local salesmen in some instances will sell at the national rate.

The venture certainly warrants close observation. If it works, even in broad outline (because refinements may be required by experience) it will be a notable contribution. Certainly advertisers and agencies alike would welcome any innovation that would permit them to buy with confidence.

"Let's have another look at that schedule!"

Big league baseball and big league golf provide BIG LEAGUE ENTERTAINMENT every Saturday on KSTP-TV.

In the Minneapolis-St. Paul area, still eagerly awaiting a major league team of its own, thousands of rabid fans tune each Saturday to KSTP-TV for MAJOR LEAGUE BASEBALL, direct from the home parks of the Milwaukee Braves, Boston Red Sox, Detroit Tigers and other top contenders.

And on the nine Saturdays when local games prohibit major league telecasting, thousands of even-more-rabid golf fans are watching TOP PRO GOLF, featuring such stars as Sam Snead, Cary Middlecoff, Jack Burke and others in match play competition.

Put *your sales* in the big league this season in this major market of 700,000 TV homes. Check your nearest Petry office or a KSTP-TV representative for availabilities.

KSTP television

Basic NBC Affiliate

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

100,000 WATTS

CHANNEL **5**